

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CX, No. 3

NEW YORK, JANUARY 15, 1920

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## *The 1920 EDITION of the* **AMERICAN NEWSPAPER ANNUAL & DIRECTORY**

*Will be ready for delivery January 20*

**T**HE present volume, marking the Fifty-second year of publication, continues all the old features with a number of new ones. Among these is an Alphabetical Index to about 6000 Class and Trade Publications, Magazines, Reviews, etc. There are 97 specially engraved maps and 290 lists of different classes of publications.

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### ARTEMAS WARD

Trading as Ward & Gow  
50 Union Square New York City



Issued weekly  
Published by  
June 29, 1911  
Vol. CX

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CX

NEW YORK, JANUARY 15, 1920

No. 3

## The Concern Which Is "Getting Ready to Advertise"

Advertising Often Proves a Cure for the Conditions Under Which It Is Difficult to Advertise

By Roy W. Johnson

EVERY agency representative and most publication men know him well—the business man who honestly and sincerely and regretfully believes that he is not yet "ready to advertise." Yes, indeed, he believes in advertising; he has not the least doubt of its efficacy as a selling force; he wants to advertise; and intends to advertise just as soon as his business is in such shape that he can do so with profit.

But he is not ready yet.

A great many things must be accomplished first, before an advertising campaign can be successful. Nobody regrets that fact more than he does, and his regret is perfectly honest; but there the matter rests. And reports keep coming back from representatives to the effect that "So-and-so may start something after the first of the year. Not ready yet."

There are many reasons given for this condition: lack of distribution, multiplicity of brands, opposition among the trade, non-uniformity of stocks, factories over-sold, unfavorable market conditions, etc., etc.

The list could be extended to great length, but to no good purpose. The point is that there are actual conditions existing within the business which the management feels must be remedied before an advertising campaign can be profitably discussed. Perhaps next year, or next season, those conditions will have been improved

so that advertising would pay. But until they are so improved the verdict is "Sorry, but there's nothing doing."

Now the present writer, having spent the past dozen years in more or less intimate connection with advertising problems of various sorts, is firmly of the opinion that in nine cases of this sort out of ten, advertising itself can do more to remedy the unfavorable conditions than any other one thing. The difficulty really arises from too narrow a conception of advertising, and the results of advertising. To put the conclusion of the whole matter as tersely as possible, the most powerful aid in "getting ready to advertise" is often advertising itself.

In the abstract it is not so difficult to see why this is so; it is only in the concrete application of it that trouble arises. So we may as well dispose of the abstract considerations in a few words right at the start.

I maintain that advertising is often the most powerful aid that can be invoked in "getting ready to advertise." This is so because, no matter what changes, or developments, or improvements you may wish to accomplish, either within or without the organization itself, you can succeed only by getting them into somebody's mind. People must understand what you want them to do before they can do it. They must be convinced of the wisdom, or the

convenience, or the advantage of doing it, before they will do it willingly. And advertising is a force which works directly and exclusively with *minds*. Its sole function is to deliver certain messages with more or less force and clearness to the minds at which they are directed.

So in the abstract all is sweet and lovely. You want to influence, or persuade, or command a group of minds somewhere? All right. Advertising is at your service. Quite obvious, isn't it?

But when old man concrete comes in at the door, serenity flies out of the window. "Under the present conditions in our organization, we hardly see how an advertising campaign could be made to pay us." Whaddye mean "pay"?

There's the difficulty you see. We are so in the habit of thinking of advertising in terms of sales, of construing it with sales, of translating it into sales, that we often cannot see that its influence is good for anything else. What our conscientious objector above quoted really meant to say was this: "Under present conditions, we do not see how an advertising campaign would produce enough extra sales to pay for itself." Which is probably quite true. But it is *not* a good and sufficient reason for refusing to consider advertising. For while it might not produce immediate sales enough to pay for itself, it might produce other results which would pay for itself many times over.

#### BUT HOW WOULD ADVERTISING HELP IN THIS DILEMMA?

For example, I know of a shoe concern which is making altogether too many lines (not an uncommon failing in the shoe business, by the way). While it has a reasonably good national distribution, there are not half a dozen styles in its whole range which can be bought nationally. The managers of its distributing branches have always been permitted to specify details of construction, and indulge their personal whims and those of their trade. As a result, when a sample

came up for consideration, A would insist upon a Cuban heel instead of a Louis; B would take it with a slip sole; C must positively have a white welt; D a perforated wing tip; and E could sell it with a little more pointed toe. There are five different shoes instead of one—not differing very widely perhaps to the casual observer, but quite different enough to be listed entirely separately, and to be non-interchangeable one for the other. If A was sold out, and retailers were hammering at the warehouse doors for sizes, they couldn't get an emergency shipment from any other branch to tide them over. And the factory was obliged to make five styles instead of one, with all the expense that such a procedure entails.

That had been going on for years, and of course getting no better. At one time in its history the company listed more than 1,000 styles in its line, many of which differed only in features which were invisible or practically negligible. But they were different shoes, and in many cases the prices were different.

Now I think I hear someone say, "Make 'em cut it out. Pound the table good and hard and say 'Gents, this is our sample line, and you've got to stick to it.'"

That's all fine. But Bill Smith, the salesman who makes Waynoken, Esmerelda and points North is going to see his finish when he explains to his trade that they can't buy that plow shoe with orange stitching any more. Little things? Maybe. But a discontented branch manager, fifty or sixty peevish salesmen and a few thousand retailers who think they want something you can't give them, aren't exactly negligible, you know.

Advertising? Dear me, bless my heart, shiver my timbers! How can we advertise until this unfortunate situation is remedied? Why we haven't a thing to advertise—not a thing. We would like to advertise; indeed we believe in it heartily; but we must get our stocks in shape, and our distribution standardized before advertis-



Cumulative work counts.  
 First get the product right.  
 Then get the trade's approval.  
 Then-when "all set" - comes  
 the campaign itself.  
 Systems Bond advertising-  
 nothing "clever" or startling-  
 shows a long-pull advertiser  
 doing it "right."

### LOOK IT UP IN —

<i>Digest</i>	<i>Jan. 17</i>	<i>Page 98</i>
<i>Post</i>	<i>Jan. 10</i>	<i>Page 35</i>
<i>Collier's</i>	<i>Jan. 3</i>	<i>Page 15</i>
<i>Metropolitan</i>	<i>January</i>	<i>Page 14</i>
<i>System</i>	<i>January</i>	<i>Page 88</i>
<i>American</i>	<i>January</i>	<i>Page 94</i>

THE H.K. McCANN COMPANY

*Advertising · 61 Broadway · New York*

CLEVELAND

SAN FRANCISCO

TORONTO

TRUTH  
 WELL  
 TOLD

ing would pay us. No, no, not to-day. Some other time perhaps. We'd like to, and we ought to—sometime.

I am drawing upon my imagination for the above paragraph, for the company in question said nothing of the kind, though it will be readily recognized as the sort of thing it might have said. No, the company inaugurated a real advertising campaign two years ago, and not the least important of its objects was the correction of the very condition which is above described.

And it is being corrected. The number of styles in the company's range has been cut down to an extent that nobody would have believed possible without losing a large number of dealers, and at the last sample meeting, line after line was cheerfully and voluntarily dropped by the managers, when two years ago they would have positively declared themselves unable to dispense with a single one of them.

Now don't misunderstand. This was no miracle wrought by advertising. I am not claiming that the advertising accomplished it, alone and unaided. But the advertising did help to bring it about much quicker than it could have happened *without* advertising. For the advertising gradually convinced the retailer that he did not actually need his pet orange stitching or what not; that the trade-mark had a bigger appeal than any detail of construction; and that the *salability* of a shoe was what really determined his profits.

The company manifestly could not advertise particular shoes, and tell the public to go buy them. But it could, and did, advertise types of shoes as being stylish and serviceable, and the emphasis in the copy was placed upon market conditions, and how to be sure of getting good value for the money. The consumer was urged to go to a retailer in whom confidence might be placed, and to look for the manufacturer's trade-mark on the shoes offered.

This was supported by a strong campaign direct to the retail trade,

not featuring shoes, but the merchandising of shoes; the importance of keeping down investments, carrying fewer styles, sizing-in often, and so on. In a word, the consumer campaign emphasized the importance of the trade-marked, known line, and the dealer campaign brought out the importance of the branch stock. With those influences brought to bear it was much less difficult for the company to accomplish the reduction and consolidation of its lines than it would have been without them.

If that were all the advertising accomplished, it might be demonstrated that it had "paid." But that is not anywhere near all. It sold a lot of shoes, first and last. It opened a number of new retail outlets—stores which never carried the company's lines before. It established a noticeable feeling of good will toward the company on the part of the public, and particularly among the trade. And, most important of all, it laid the foundation upon which the company will be able, as internal conditions improve, to go out and advertise particular shoes with real selling effect.

All of which by way of illustration. The main point is not the particular thing which was accomplished, but that advertising was flexible enough, and adaptable enough to help accomplish it.

The force of advertising is as flexible and adaptable as that of electricity, for example. And to say that it can be applied only to selling is as short-sighted as to say that electricity is good only for lighting, when you might like to heat a curling iron or run a sewing machine on the side.

In short, it is not at all unreasonable to assert that many of the concerns which are to-day waiting to "get ready to advertise," really need advertising, properly applied, to help them solve their present-day problems. In other words, to help them "get ready." Otherwise we may fear that some of them will be in the position of the maiden who waits to get married until the perfect man appears.

# Mail-Order Methods Applied to Publicity Advertisers

There appears to be a growing tendency on the part of several prominent publicity advertisers to apply to their advertising certain ideas and methods which have heretofore been used only in mail-order advertising.

They are recognizing the fact that advertising methods which bring in the orders direct from the consumers and build a business of tremendous size must have sufficient merit to warrant them in studying how to apply those methods and ideas to their own particular requirements.

Among the media used by the mail-order houses, **THE AMERICAN WOMAN** stands in the forefront. Its circulation of 500,000 concentrated in small towns constitutes a tremendous buying power for every kind of merchandise used in the average home. Its high standing on the records of mail-order advertisers in many different lines entitles it to the careful consideration of any advertiser for whose product the small town field offers a logical consumer.

## THE AMERICAN WOMAN

*"The Real Magazine of the Small Towns"*

Member of the Audit Bureau of Circulations

*Western Advertising Office*

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

*Eastern Advertising Office*

W. F. HARING, Mgr.

Flatiron Bldg., New York

# Advertising Introduces the Square Doughnut

A Campaign That Capitalizes National Sentiment with a Novelty in This Justly Famous Edible

IN Washington, D. C., a group of business men associated as the Square Donut Baking Company have engaged in the production of "Dono," the equilateral sinker, and the first member of an old and cherished kitchen dynasty to achieve any real chic and individuality. Like so many other happy inspirations, the making of a doughnut of revolutionary shape came as an after-thought—when the baking concern set

front—a "war baby" tenderly mothered by the brave lassies of the Salvation Army. The low comedy part was exchanged for an heroic role. The derided doughnut was vindicated. It became the national, if not indeed the international epitome of the appetizing and the satisfying in the menu of handy snacks.

The officers of what was later christened the Square Donut Baking Company, believed that all the



SQUARING THE CIRCLE, AS WASHINGTON ADVERTISING SEES THE PROBLEM

out to discover some new and arresting means of getting the product remembered and talked about.

Last summer the members of the present firm, who had already acquired considerable experience in the baking business, decided that the time was ripe for putting out a doughnut of higher grade than the ordinary brownie so dear to the heart of the Athenian purveyor of hasty nourishment—a doughnut de luxe, so to speak. This was one of the many commercial ideas the origin of which can be traced to yesterday's battlefields of Europe. The doughnut, perennial source of levity, and apparently forever cast as the comedian of the breakfast table, was reborn near the fighting

signs were auspicious for the capitalization of the universal and novel prestige of the former buffet of the bakery. They believed that to make a doughnut advertisable it must be unmistakably a different and better doughnut, one that even inexperienced appraisers of palate quality would be moved to swear by. After considerable experiment, what was believed to be the ideal recipe was developed; from which was produced a tid-bit of exceptional flavor and wholesomeness. In keeping with the standard of superiority, it was agreed that the jewel of doughnuts ought to be marketed in a better and cleaner way. It would never do to allow the aristocrat to be pilled



One of the first to establish the "Flat Rate" was the Standard Union of Brooklyn.

It is unnecessary to remind advertisers or agents that this newspaper has no confidential rates.

pell-mell in show windows and cases after the traditional manner of its plebeian relations. Other good things to eat enjoyed increased prestige because they were sold in packages. Why not a dressy package for doughnuts? The decision to give the new product a protective and distinctive container, brought up another selling problem—that of a popular price unit. The plan of selling six in a box for fifteen cents was adopted—two boxes for thirty cents, not twenty-five.

#### HOW THE DOUGHNUT BECAME SQUARE

After the machinery was installed and everything set for a favorable launching of the supersinker, came the question of the sort of advertising to be used to visualize the goods and lodge them quickly in the public eye—and mouth. One member of the firm, who had used street-car advertising before, urged this medium because of its ability to present the doughnut in its natural colors. His choice won. The chief thought was concentrated on the problem of making the newcomer stand out conspicuously from all other doughnuts. The superior taste of the product was the big and deciding asset, of course, once it reached its final, masticatory destination, but it was felt that some original note should be introduced into the advertising to supplement the appetite appeal. During one of the discussions, the manager of the car advertising office, more in facetious vein than in earnest, suggested that they make the doughnut square. For some reason or other any kind of sly remark about a doughnut, is taken for the high sign of merriment. True to form the mere mention of the old vaudeville stand-by in a new and unconventional form provoked a round of guffaws. It was readily pointed out that the quadrature would at least have the advantage of making the object less likely to elude the hurried and hungry clutch by rolling off the table.

The serious side, however, asserted itself, and the conference

agreed that the square doughnut ought to be winner, if the mechanical operation could be successfully performed. Experiments with the machinery showed that by the mere substitution of different dies, the circle could be squared. The next step was the patent office, where to their infinite satisfaction, it was learned that not only could the title "Dono, the square doughnut" be registered, but also that the distinctive shape could be patented.

The first card of the campaign, which started the first week in January, shows an open box of "Dono," with one of them leaning on the outside. The product and package are in full color against a black background. In the lettering of the name and sub-title, square doughnuts are substituted for the letters "O" in the phonetic spelling. The brief copy emphasizes the facts that the product is sold only in sealed packages, always fresh and sold everywhere. A second card capitalizes the child appeal with a small boy in his nightie making a raid on the pantry cache of "Dono," and also shows the food in color. The distribution is entirely through the retailer. For the present the Square Donut Baking Company will confine the product to Washington. It is the intention eventually to nationalize the creation, by taking on a few cities at a time.

#### Young Agency Plans Marathon Belt Campaign

The Lloyd W. Young Co., advertising agency, Cleveland, has obtained the advertising account of the Twin Dry Cell Battery Co. This agency is planning a newspaper and trade paper campaign for "Marathon" belts, a new product of The Marathon Tire & Rubber Company, Cuyahoga Falls, O.

#### Collier Marshall With "Printers' Ink Monthly"

Collier Marshall, who during the last year has been editor of *Arts and Decoration*, New York, and who before entering Government service was a member of the advertising department of Doubleday, Page & Co., New York, is now a member of the editorial staff of *Printers' Ink Monthly*.



# There Are a Lot of Blind People With Perfectly Good Eyesight

They are simply not observing.

One of the real problems of the Advertiser is to so make and place his appeal that the unobservant, consciously or subconsciously will absorb it.

The wide popularity of posting among the big advertisers is due to the fact that its bigness and compelling coloring *forces* itself upon the casual observer, and registers 100% upon a class both large and difficult to reach.

## "Nordhem Service"

includes not only the details of posting, but a wide experience in the application of the proper designs for particular products.

## IVAN · B · NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

*8 West 40th Street*

*New York City*

*Bessemer Building*

*Pittsburgh · Pa.*

*Canadian Representative*

THE WADSWORTH-NATHANSON COMPANY  
TORONTO, CANADA

# Famous Slogans the Text of Minister's Sermons

"Ask Dad, He Knows" and Other Well-Advertised Phrases Used by Chicago Minister

**F**AMOUS advertising slogans can apply to many things in life other than selling goods. Rev. Stephen A. Lloyd, pastor of the Congregational Church in Wilmette, Ill., has gone so far as to use them for his Sunday sermons. It is a far cry from selling cigarettes to counseling one regarding his spiritual welfare. Even so, Dr. Lloyd based one of his recent discourses on "Ask Dad, He Knows."

Wilmette, one of Chicago's north shore suburbs, is the home town of a number of Chicago advertising men, manufacturers and business men in general. Many of these were attracted to church by the announcement of a series of sermons having subjects with which they long had been familiar in the business world. They were impressed as never before with the many-sidedness of the advertising appeal.

Credit for the origination of the idea is given to Miss Alice Clague, daughter of Stanley Clague, managing director of the Audit Bureau of Circulations. Miss Clague, during her somewhat brief existence, naturally had heard a great deal about advertising. And, being a prominent worker in the Congregational Church, it was only logical that she should suggest some sermons based on advertising subjects.

They called in some others, including R. W. Irvine, one of the advertising representatives of the *Country Gentleman*, and talked the thing through. The outcome was a series of seven sermons with these titles: "There's a Reason," "Ask Dad, He Knows," "A Case of Good Judgment," "His Master's Voice," "The Flavor Lasts," "Eventually! Why Not Now?" and "Don't Skid."

The average pastor to-day is thoroughly sold on the idea of advertising his wares. Time was

when it was thought undignified to use advertising methods to draw people to church.

"But the idea now is," Dr. Dan B. Brummitt, editor of one of the Methodist Church publications said to **PRINTERS' INK**, "that the church in one respect is much like the retail store. The store sells the most goods when people can be induced to visit it. The church cannot work very well at long range. Most of its benefits come to those who attend its sessions. When a retail store advertises, the primary purpose as I understand it, is not entirely to sell the goods advertised, but to draw the people in where they can see all the goods and note the prices.

"I don't believe it is possible to sell a man religion by means of advertising. The thing has to go much deeper than that. But advertising can get him to church. Then the rest of the transaction is up to the preacher.

"If the churches used good up to date advertising to help put over such specific things as missionary campaigns and the like they would find they could get much farther in enlisting the interest of the business man in these subjects. There is a solid business reason behind missions both home and foreign—reasons that will strike home when presented in plain matter of fact fashion to the business man. Yet the appeal to him as a general thing is upon the emotional side.

"Religion is a serious business proposition. If some people can be stirred up into a sort of an exaltation by emotional means, well and good so far as they are concerned. But that won't go with everybody.

"Advertising is to-day one of the great forces in our national life. I am glad our good friends out in Wilmette are giving it the recognition it deserves."

# A Tractor for The Fruit Grower

The Tractor is as necessary to the fruit grower as the pruning shears. The question is not whether or not he can afford a tractor but—which one shall he buy.

## 20,516 Lines of Successful Tractor Advertising

were carried in the AMERICAN FRUIT GROWER from January to December in 1919. Tell your tractor story in the only national medium devoted to the industry of fruit growing. Every reader is a prospective purchaser, not only of tractors but automobiles and accessories, trucks, lighting systems, engines—everything that lessens farm labor or adds to farm comfort. Things that are luxuries to other farmers are necessities to the grower of fruit.

# AMERICAN FRUIT GROWER

CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 200,000 monthly

**SAMUEL ADAMS, Editor**  
**ROBERT B. CAMPBELL, Publisher**  
**J. E. FORD, Advertising Manager**

# Collier's

THE NATIONAL WEEKLY

10 CENTS A COPY



and at Palm Beach

*A fact.*

Here at Palm Beach—resort, perhaps of all winter resorts—Fatima has for two seasons held the palm-landship favorably enjoyed by the expatriate, luxury-bound sought Turkish cigarette.

*Lyons & Co.*

**FATIMA**  
*A Sensible Cigarette*

Why? The answer is  
"just enough Turkish."

Fatima readily accepts the strength Turkish cigarette because in Fatima's business, based on the basis of "just enough Turkish" is an early choice. Even if it is a choice more than usual. Fatima, then, right and have time feeling right. In a word, Fatima cigarette makes too much for one to be, but "just enough Turkish."

# Fatima and Collier's

More space has  
been used for  
Fatima advertis-  
ing in Collier's  
than in any other  
general publica-  
tion.

## Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



**NEWS**  
-Exclusively

**Sure, quick relief for every foot trouble**

**Dr. Scholl's Demonstration Week**

**L**AST spring one salesman, merchandising a full page Ad to be used in the BALTIMORE NEWS, put Dr. Scholl's Foot Appliances not only in stores all over Baltimore but throughout the state of Maryland, in Delaware and all over Virginia.

**Q** This experiment proved that full page Ads striking in their effect, which get consumer attention immediately, can be used in advance of appearance to enlist dealer support. Wider initial distribution and greater ultimate sales result.

**Q** So successful was the spring campaign that Dr. Scholl's fall drive is again dominated by a full page Ad in the BALTIMORE NEWS, exclusively.

**Q** As the NEWS, exclusively, through full page Ads and a supporting schedule is helping the Scholl Mfg. Co. to build up big trade in Baltimore and vicinity, so the NEWS, exclusively, with its large circulation and tremendous pulling power, can do the same for every manufacturer who exploits first class products in the Baltimore market.

## The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Have a week*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# Is Collective Buying the Answer to the Growing Chain Store Menace?

Amazing Recent Expansion of Chains Brings Problem to Front Again

By G. A. Nichols

A DAILY newspaper published in Evanston, a suburb of Chicago—the place President Hough, of Northwestern University, told a London reporter was the intellectual capital of Chicago—had a first page story the other day headed “Local Retailers Condemn the Chain Store.”

The article contained interviews with a number of local retailers, mostly grocers, attacking such concerns as the Atlantic & Pacific Tea Co., the Piggly-Wiggly stores, the National Tea Co., Woolworth and the Federal Bakeries as forming a menace to Evanston in that they were foreign corporations. “What interest has Woolworth or any of these grocery chains in this town other than exploiting it for all the money they can get out of it?” asked one retailer.

This is the same old familiar argument that in almost any town in this country you can hear against Sears-Rosebuck, Montgomery Ward, the National Cloak & Suit Co. and other retail mail-order concerns.

The very same day that the Evanston retailers were so busy “condemning” the chain store there was made public an announcement to the effect that John R. Thompson, the Chicago restaurant king, had established five cash-and-carry grocery stores in Chicago and expected soon to have a thousand in operation in Chicago and its suburbs. At about the same time the Piggly-Wiggly people announced prospective openings in a number of suburban locations, the Atlantic & Pacific and the National Tea stores kept right on dragging in the people.

It was very apparent that the

Evanston retailers had plenty to condemn. Evanston is mentioned only because the thing that is going on there is typical of the developments in the chain store situation that are rapidly coming to pass in practically every town of any size in the United States.

Manufacturers and jobbers for twenty years have been studying the retail mail-order problem with the object of helping the retailers meet it. Mail-order competition has been the inspiration—if you want to call it that—behind a great part of the service helps and the selling co-operation given the retailer. This anti-mail-order merchandising, although some of it has been ill advised, was inspired by the soundest of business considerations. For nobody knows better than the local retailer how much Sears, Ward and the others have cut in on his business.

## A “MENACE” OR NOT?

The chain store is a thousand times more menacing to the retailer of this country than retail mail-order ever was or ever can be. Let mail-order develop to the absolute ultimate limit, let it squeeze out the last drop of business that its wonderful advertising, its good merchandise and its low prices can bring. Even then it will be getting only a fractional part of the country's retail business. People will continue buying the bulk of their requirements at retail stores because, as PRINTERS' INK has said time and again, this is the only natural and logical way to buy. A thing that is overlooked in quarters both high and low is that the mail-order houses have to fight tooth and nail for the business they get. No matter



how forceful may be their advertising or how favorable may be their prices they are confronted by the ever present fact that mail-order buying from the standpoint of the average consumer is a consummate nuisance. If the independent retailer is anything like on the job he can hold his own against mail-order in very fair fashion.

The chain store has no such handicap. It is sending chills up and down the independent retailer's back to-day because it is fighting him not with a catalogue but with a store—a store that is in most cases better kept than that of the independent, a store that observes religiously the rules of good merchandising that the manufacturer and the jobber have been striving to get the independent retailer to adopt—and that, most important of all, gives the unanswerable advantage of price.

Price after all is the thing that does the trick. The chain store can camp right alongside an independent retailer, undersell him on standard goods and make money whereas the same prices with no change in buying and operating conditions would drive the independent into the waiting arms of the sheriff.

Centralized buying is generally

ascribed as the thing that gives the chain store its power in this direction. But this is so only in part. Efficient, economical operation has fully as much to do with it. If this were not true the fight of the independent retailer against the chains would be well nigh hopeless.

As it is the independent retailer—and this of course includes the jobber—can survive and prosper if he will pay the price. This has been demonstrated in the contest of the independent variety store against Woolworth, Kresge and the other chains in that line. Time was when the variety retailer would think his death knell had been sounded with the coming of Woolworth or Kresge to his town. The variety man knows to-day that the coming of Woolworth or Kresge, far from being an unmixed evil, can even mean enlarged opportunity for him. Woolworth's advertising and selling methods increase the demand for variety goods and the variety man, if he will, get his proportionate share of this increase despite the superior buying power of the chains. Chain store competition is an old story to variety retailers. Some have gone broke under its advance, but the cause of their failure was psychological

**T**HE growth of the great chain-store systems in this country since the end of the war has been amazing. Almost every week brings the announcement that some new huge aggregation of capital has entered the field. As a reminder to our readers of the financial strength that is lodged in the chains, we append the authorized capital of just a few of the established systems. The figures show preferred and common stocks combined.

United Cigar Stores.....	\$65,000,000
F. W. Woolworth Company.....	\$62,500,000
J. C. Penney Company.....	15,000,000
Great Atlantic & Pacific Tea Co. (Common, 250,000 shares).....	12,500,000
S. S. Kresge Co.....	12,000,000
American Stores Company (Common, 150,000 shares).....	9,000,000
J. G. McCrory Co.....	6,250,000
Louis K. Liggett Company.....	6,753,000
Acker, Merrill & Condit.....	5,000,000

But the capital does not always fairly represent the real size of these systems. The number of stores is sometimes a better index to their strength. The Great Atlantic and Pacific Tea Company has 4,159 stores; United Cigars, 1,100; Woolworth, 1,080; American Stores about 1,100; etc.



rather than financial. For the most part the independent variety store has gone right along getting its share of the business. And nobody is going to call Woolworth or Kresge easy competition either.

A survey of the entire situation and a study of its possibilities shows that the chain store is growing at an amazing rate and that quick and positive execution must be done in behalf of the independent. It also shows that this competition of the individual retail store can be met but the remedy must be ruthlessly and thoroughly applied. No half way measures will answer. The jobber has got to get in line just as much as does the retailer. If the jobber loses out under the new deal then it will be simply because he cannot or will not read the handwriting on the wall.

#### THE JOBBERS' CHANCE

PRINTERS' INK in a discussion of the packers' dissolution, which appeared in its issue of December 25, stated the case truthfully when it said that the chain store and the mail-order houses formed a greater menace to the grocery wholesaler than did the packers. If the national organization of wholesale grocers had devoted to the chain store proposition some of the work, energy and enthusiasm they have expended in trying to get the Government to force the packers to be meat men only they would be vastly better off to-day. And the retailer would not be scared into any such false moves as "condemning" the chain man as stated in the Evansville newspaper. Condemning isn't going to get a retailer very far these days.

The attitude of the wholesale grocers in trying to make the law fight such an essential part of their battles for them while the chains keep marching off with the business calls to mind a story they used to tell about old Governor Eskridge, a Kansas pioneer editor and politician. Governor Eskridge, who published the *Emporia Republican* which later

found it could not survive the competition of William Allen White and his *Gazette*, was said to have the world's championship as a writer of resolutions. In the old days, so the story goes, there was fear of an outbreak among some Indians living on a reservation not far from Emporia. The citizens in alarm called a town meeting. Governor Eskridge presided and made a speech, the net of which was that the meeting should adopt some strong resolutions condemning in unmeasured terms the attitude of the Indians!

While the wholesale grocers were busy trying to get the Government after the packers—the result of which will have just about as much effect on the price situation and the retailer's problem as Governor Eskridge's resolutions would have had upon the Indians—the chain store has reached a point of development and power that is almost beyond belief.

Just look around you a little bit and you will see chain stores large and small invading almost any town of any size and branching out into suburban neighborhoods.

The large chains do not need to put on an advertising campaign to let the independent retailer know they are on the job. The retailer is watching for them for he knows their coming means trouble for him. But there is another class of chain which the retailer, giving too much attention to the big fellows, is likely to overlook. This is the small local chain of stores particularly in drygoods, drugs, groceries and variety goods. You can hardly call them chains yet that name will suffice for want of something better.

There are in this country thousands of comparatively small chains or syndicates operating all the way from three or four up to a dozen or more stores. It is the same old story in these smaller chains—quantity buying, centralized management and good merchandising. Alexander Mac-

Lean of Chicago started out with one drug store and now has ten and soon will open more. There are in Chicago three other drug companies operating a number of suburban stores, and for a druggist in Chicago and in other cities to own and operate two or three stores is so common as to call for no comment. You see the same thing in drygoods stores. The McAllister Company established a line of drygoods stores in various moderate sized Illinois and Wisconsin cities. Turn where you will and you see grocery companies with all the way from three to half a dozen stores. And as for the variety field this long ago adapted the Woolworth plan to its buying and selling problems. The syndicates in the variety field to-day are more numerous than in any other.

It is hardly proper to say that these small chains menace the retailer. They are retailers themselves. They differ from other retailers in that they have applied to their own needs the modern methods they have been so sternly taught by the experience of late years.

#### COLLECTIVE BUYING SUGGESTED AS A MENACE

Some thoughtful people who have been giving careful attention to this problem from the standpoint of the retailer see his ultimate salvation is nothing more or less than an adaptation of the chain store idea. In other words the retailer must be enabled to buy to better advantage and thus be able to compete with the chains on the basis of price. Manufacturers for obvious reasons do not wish to see the retail business of the country given over to the large chains. For four or five chains to reign supreme over retailing is one thing. For several thousand smaller and yet prosperous organizations to do the country's retail selling is another.

The other day in Indiana the writer had occasion to visit a grocer. He seemed willing to talk and so we had quite a conversation about his experiences. He

came clean on a number of things, including an admission that he had boosted prices rather arbitrarily on a few items he sold.

But the main point was that this retailer's gross sales for the year amounted in round numbers to \$50,000. He had an investment of around \$4,000, or possibly a little less. His net profit on this satisfactory turnover was not quite \$3,000 a year. The trouble was that he could not buy advantageously enough to make him a satisfactory margin of profit. He is a pretty fair type of retailer—a hard worker, a good storekeeper and rather an efficient salesman. But if a man can't buy profitably he cannot sell profitably.

"If I could only shave four per cent more from my buying cost," said this retailer, "I could make this store worth while. But how am I going to do it? That is the question. My customers continually quote National Tea prices to me. But if I would attempt to meet them I would have to shut up shop very quickly."

This retailer, like a great many others, was inclined to throw the blame upon the jobber and the manufacturer for his inability to buy at a lower price and to ascribe to this the entire responsibility for his condition. His stand of course is unjust. No producer or jobber is going to be able to give quantity prices unless goods are purchased in quantities. Moreover the retailer's trouble is not altogether one of buying. He needs to put into effect the efficiency methods and the good storekeeping of his big chain store competitors.

The retailer menaced by chain store competition no matter what line he may be in can well afford to pause a moment and note what the variety man did to render himself impregnable against Woolworth's competition. He merely applied Woolworth's methods to his own business and made himself a better storekeeper. Then in many instances he branched out so as to have a

(Continued on page 177)

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# Philadelphia

What local advertisers do is usually a trustworthy guide to national advertisers and advertising agencies in judging the selling power of a daily newspaper.

The worth and need of Saturday advertising has been strongly demonstrated by Philadelphia's retailers during the past six months in the Philadelphia Bulletin.

An analysis of four recent Saturday issues of The Bulletin shows the following table of display retail store advertisements:

Automobiles and Accessories.....	122	Electrical and Household Goods...	142
Musical Instruments and Phonographs.....	67	Women's Wear .....	88
Jewelry .....	72	Men's Wear .....	53
Restaurants .....	73	Shoe Stores .....	17
Dyers and Cleaners.....	15	Furniture .....	22
Stationers .....	28	Drug Stores .....	8
Photographers .....	5	Dentists .....	18
Beauty Shops .....	15	Department Stores .....	12
Amusements .....	284	Dancing Schools.....	100
Florists .....	11	Hardware .....	7
Confectionery .....	10	Optical Goods .....	15
Coal Dealers .....	10	Art and Antiques.....	4
Cigars and Tobacco.....	15	Riding Academies.....	3

The above figures do not include General or National advertisements, nor 12,455 Want Ads.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

The daily circulation of The Bulletin is the SECOND LARGEST in the United States.

December  
Circulation

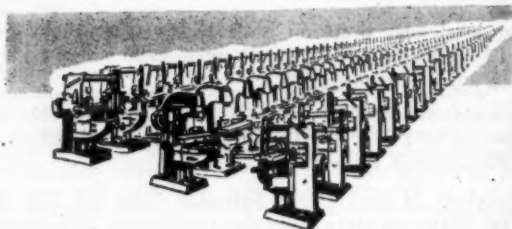
457,569

Copies  
a Day

The Bulletin is the only Philadelphia newspaper which prints its circulation figures regularly each day.

No prize, premium, coupon, or other artificial methods of stimulating circulation have ever been used by The Bulletin.

\*Send for copy of reprint from Advertising Age entitled "Saturday Evening Issues Great Pullers" and read what houses like Marshall Field & Co., Strawbridge & Clothier, N. Sollenburg & Co., Ltd. Brothers, J. E. Caldwell & Co., Goodrich Tires, Kellogg's Krumbles, Moxley & Jeike butter, and others do on Saturday evening.



## "Stuck" with \$100,000,000 worth of war tools

THAT is the position in which the Army found itself at the end of the war. How to move this tremendous quantity of machine tools—of some kinds the equivalent of over *two normal years' production*—was an enigma. To "dump" them on the market at once would have been ruinous to the machine-tool industry. To dump them into the Atlantic—as some seriously proposed—would have entailed a scandalous loss to the public. What was to be done?

In this emergency the *American Machinist* proposed the disposition which is to earn immeasurable dividends for the United States for many years to come—using many of the machines to re-equip and enlarge the shops of the universities, colleges, trade and technical schools to which the material prosperity of America is so inseparably linked.

Presented to Congress by the *American Machinist*, in the Caldwell Bill, and

backed by the dominant influence in the machinery field and among technical schools of that publication, this plan won enthusiastic public support. The bill was passed and approved by President Wilson, and the machinery is now in process of allocation, under a system which will produce as high cash returns as could have been expected at forced auction sales, leaving its great stimulus to the Nation's mechanical skill "clear velvet."

### What this means to Advertisers

A paper that shows such far-seeing thought in the problems of its industry and such watchfulness of the interests of the field it serves, that is backed in its turn by the powerful group of McGraw-Hill technical journals of which it is a member, can not be neglected in any *well-thought out* sales campaign for *any* equipment, for *any* kind of machine-shop—be that shop an automobile shop, locomotive shop, typewriter shop—*any kind of machine-shop*.

The entire Research and Advertising Service Departments, and the Advertisers' Counselors Staff, of the McGraw-Hill Company are available for the preparation of merchandising plans and advertising copy for *American Machinist* advertisers.

## American Machinist

(Circulation 24,202 A.B.C. a week)

One of the 11 McGraw-Hill Technical Journals

McGraw-Hill Company, Inc.

10th Ave., at 36th St., New York

# The One Opportunity of Its Kind in America

For the advertiser seeking to sell goods in Chicago there is a set of conditions the like of which does not exist elsewhere in America—

—a market of 2,544,229 buyers that is actually covered, adequately and economically, by one newspaper.

The ideal market for any advertiser would be the city of wealth and buying power where every inhabitant could be reached with a single effort.

In Chicago that ideal is a reality.

Not every one of these 2,544,229 Chicagoans reads The Daily News. But seven out of nine of them who read the English language read it, and the influence of this overpowering majority must inevitably influence the buying habits of the minority.

With 94% of its circulation concentrated directly in Chicago and suburbs, The Daily News sells more papers in that territory than any other daily paper, and delivers to the advertiser the trade of the second largest city in the United States.

With a single exception no city in America offers a market of equal size and wealth. Without any exception no newspaper offers an equal opportunity to cover that market without duplication of circulation or expense.

## THE DAILY NEWS

*First in Chicago*

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# Lazy Copy

A Diatribe on Enfeebled Esterbrooks, Torpid Tempoints and Way-Worn Watermans

By P. K. Marsh

"AND ten low words oft creep in one dull line."

So wrote Pope in 1709, thereby beating me to it by two hundred and eleven years.

Pope was animadverting upon verse.

My topic is advertising copy—not the copy which appears in seventeen-cent-a-line newspaper space, in eighty-five-dollar-a-page trade journals

or in hastily thrown together "envelope stuffers," but big-league copy which struts before the public eye in five-and-ten and eight-dollar lineage. (Please do not assume that I consider the three forms of publicity which I so specifically disqualify from this diatribe as of necessarily lower quality. As a matter of fact, I am inclined to believe that, in any given month, I could harvest more top-quality specimens of copy from those fields than from the national-publicity hot-house. If this be treason, make the most of it!)

Lazy copy?

Does the phrase need explanation?

Then let us take Wordsworth's greatest sonnet, in which he surpassed himself, and transcribe it into a form in which it might have appeared had he been less scrupulous and rigid in his self-criticism and less intent upon avoiding the commonplace. Here

are the final six lines in the actual version:

Great God! I'd rather be  
A Pagan suckled in a creed outworn—  
So might I, standing on this pleasant

lea,  
Have glimpses that would make me  
less forlorn;

Have sight of Proteus rising from the  
sea;  
Or hear old Triton blow his wreathed  
horn.

And now let us read the same lines had the poet's pen been afflicted with the hook-worm of laziness.

Great Lord!  
I'd rather be  
A heathen in  
some antique  
faith reborn—  
In that event,  
from up here  
on this lea,  
I might see things  
to make me less  
forlorn;  
See some divinity  
rise from the  
sea;  
Or hear some  
other one blow  
on his horn.

Sense? — 85  
per cent of  
original, lack-  
ing, in point of  
fact, only spec-  
ific names.  
Metre? One

hundred per cent. Force? Zero.  
One is a masterpiece. The  
other utter drivel.

One is trenchant, graphic, grip-  
ping. The other prosaic, vague  
and futile. One is vigorous—the  
other lazy.

Lazy copy, in my estimation, is  
the most expensive fault in mod-  
ern advertising. Like a leaky  
piston, which offsets high-test  
gasoline and efficient motor de-  
sign, lazy copy can largely nullify  
the best layout and actually dis-  
parage a distinctive product.  
Rather no copy than copy which  
depreciates its subject.

HERE is an interesting controversy. P. K. Marsh, creator of "Old Man Specific," condemns high-sounding claims and bromidic phrases.

Following his article is a reply from a veteran advertiser who believes that much of modern advertising fails to score because of its insincere smartness.

Isn't there a middle-ground? Can't advertising be common sense and believable while at the same time being reasonably bright and interesting? There are conspicuous successes in all these fields.



If you doubt that lazy copy is so prevalent as I assert, pick up any issue of any of the higher-price-per-page publications. Then, turning carefully from page to page, red-pencil the paragraphs (or even the single sentences) which are flavored with any real distinction of wording, any indisputable and pungent originality of thought, or which, in short, possess any single feature lifting them sufficiently above the dead level of mediocrity to induce you to clip them, were you starting a file of copy-models.

Then—when your meagre harvest is complete—stop to realize that the fact of high-page cost makes it entirely logical to assume that you have read that copy which each advertiser believes to be his best.

Surely the articles described in the copy you passed unmarked are not so utterly humdrum and lack-luster that, by greater effort, a more persuasive message cannot be prepared.

Take first sentences for an illustration.

No more hackneyed advice in the whole modern craft of word-usage can be stated than the ever-and-ever-and-once-more repeated axiom that upon the first sentence depends the reader's decision as to whether he or she shall continue to read. Though forever immortalized in the "Hell-said-the-Duchess" legend, it is daily disregarded.

Consider as evidence five first sentences quoted from full-page advertisements in a single issue.

"The ——— trade-mark stamped in a ——— is a pledge to you that the manufacturers have made it as good as it can be made."

"Quality and service have put this trade-mark where it deserves to be."

"The famous ——— trade-mark on a ——— identifies it as a ——— and guarantees the superior excellence of its performance."

"To positively accomplish the purpose for which each article is designed—that is the fundamental principle of the ——— business."

"The ——— is indisputably the

—— of superior reliability."

Deprived of the glamour of their trade names, stripped of the names of the products and standing exposed in stark, gaunt nakedness, the flabbiness of their sinew is startlingly betrayed. What vitality and vigor these sentences possess is wholly borrowed from the missing words. Without them they are feeble and anæmic.

"A factor of safety sufficient to more than withstand ———," says a prominent advertiser, awkwardly avoiding the correct and direct simplicity of "more than sufficient to withstand." Why split an infinitive while so many bigots among us still prefer our infinitives en bloc?

By this time some unsympathetic reader of these comments is calling me a chronic crank and a petty fault-finder. Addressing myself to him, I would say, "These flaws may in all truth be trifles—but why need there ever be such obvious blemishes in high-priced copy?"

Another is probably making the comment: "Highbrow Stuff! He would have us all shooting over the heads of our prospects."

Don't handicap yourself by believing that the *genus lowbrows* has no appreciation of graphic, sonorous periods. The testimony to the contrary is positively thunderous in its volume. Witness the ear-shattering salvos of applause which have greeted "Rags are royal raiment when worn for Virtue's sake!"

#### COPY THAT KEEPS THE MIND ALERT

What a relief it is to the T. B. M. reader to turn over a page from examples such as these and be mentally-vibrated by sentences of the other sort!

"Your wrist wasn't made with a ratchet."

"Expanding minds need expanding book-cases."

"The ——— Dealer Franchise is a two-fisted, man-size, five-to-six-figure money-making opportunity."

"Will pressing punish the suit as though it had been in a prize fight? Will it go down and out?"

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"Three have bought ——— for thirty-five years. The belief of such men is like a great tree slow of growth but with roots deep sunken."

And two more which are too long to quote here—a half-page ad on Bernard Pliers which sparkles with enthusiastic similes and crisp, tangible facts, and the three-column story of Jim Fraser's experience with Manning Speed-grits which ought to make every puppet in Ad-fiction land blush with mortification. (Old Man Specific chortled with glee when he found them.)

These subjects are no more difficult than were those of the previous group but what a startling contrast in coloring, in forcefulness—in ultimate impression!

What is the explanation?

To my wife and me—ultimate consumers—they are flat, colorless and unappealing, no matter how incisive, absorbing and forceful with distinctive truth they may have sounded to the advertiser.

Yet these sentences were thrown into wholly unfair competition with others in that same issue of quite another type and forced to battle hopelessly with them for the attention of the audience.

"High above a ship's hold, a 150-ton locomotive dangles from the arm of a giant crane."

"When biscuits replace bridal bouquets."

"Combine the bumps your Ford is compelled to withstand in a year, or even six months, and you would have a collision which would tear it to pieces."

"Does your automobile turn pale in a rain?"

"Knitted brows are the 1919 style with executives."

Each is the take-off for a story.

In these five samples are utilized five broad appeals—sentiment, humor, surprise, interest in out-of-the-ordinary undertakings and curiosity. Three of the five selections are phrased with graphic strength. In message or wording each breaks from the common-

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

place and coaxes the reader to sample of the goods further.

From my seat as a lay spectator in the publicity-bleachers, it has often seemed to me that scores of copy writers sense the need for avoiding the commonplace but lack proper discernment as to method. The spirit is willing but the pen is weak.

#### LIVING COPY NEED NOT BE GROTESQUE

Avoid the trite, abjure the commonplace and eschew the tedious but, I pray thee for the sake of my loved ones and the neighbors, do not, oh, do not substitute paragraphs "full of sound and fury, signifying nothing." By all means avoid lazy copy but, in your commendable desire for verbal energy, don't plunge into bombast, grotesque word-antics and frenzied mis-use of words. In my own limited experience I have heard, I venture to estimate, a full half-dozen very recent automobile advertisements read aloud to snickering audiences, the men and women present frankly bewildered because supposedly sane business men could approve such perverted language and so wantonly waste their money. It is hardly necessary to comment that whenever an obviously expensive advertisement arouses such ridicule, the prestige of advertising, in that particular community, has received a body-blow. Sense must come first—sound, second. Every infraction of that rule injures the cause of advertising.

"Conscious artistry tempered by discretion" makes an oratorical tid-bit. But what does it mean? Why belittle the virtue of artistry by the hurry-call for discretion? Artistry (def. "Artistic workmanship or effect; artistic quality") is right per se.

Learned gentlemen of the advertising bar, with all true respect for your profession, let me say that far too often, as you step forward to plead your respective causes, you yield to a noticeable propensity to voice your appeal to the spectators in the rear seats of the court room—men of your own organization prejudiced in

your favor and fellow advertising men with their abnormal curiosity about everything pertaining to their chosen profession. Turn resolutely away from them, sirs—face the jury-box where my neighbor, my wife and I are sitting, study us—talk to us—not *through* us. Your verdict lies in our pocketbooks.

And when you have risen, bowed and cleared your throat, steadfastly remember that, from your very first word, you are strenuously competing with Ring Lardner and Mrs. Humphry Ward, the 7:30 performance of Mary Pickford at the nearest movie, the Ford or Packard by the curb, the bridge table, the Follies, and each and every other distraction of 1920 life plus Morpheus who has always been the keenest foe of dull verbiage. Except for these few side-interests we are willing to listen to you—not with quite the keen and scrupulous attention which advertising men and competitors will expend, nor with any inborn or deeply detailed interest in your advertising technique, but still with an open mind toward any suggestions for our self-interest. Some of us, of course, still heathenishly regard the advertising pages as hazards and traps surrounding and breaking into the fairway of our reading. Even those conservatives, however, can be educated upward if advertising as a whole should be made more worth while to read.

That millennium will come with the elimination of the tediously commonplace.

Lazy copy will never thrill us.

#### R. P. M. Lewis With Empire Cream Separator Co.

R. P. M. Lewis, for the past three years in charge of sales promotion of Dixon pencils, with the Joseph Dixon Crucible Company, Jersey City, N. J., has been appointed assistant advertising manager of the Empire Cream Separator Company, New York. Previous to the Dixon connection, Mr. Lewis was for three years an independent writer in the direct-mail advertising field, and earlier still was an executive with the Lee Lash Co., and promotion man for the Shepperd Publishing Company.



## *Home Building*

The third of the series of  
**THE JOURNAL'S  
EFFICIENCY  
HOUSES**, in its **OWN-  
YOUR-OWN-HOME  
CAMPAIGN**, appears  
in the February issue.

**The People's Home Journal**

**NEW YORK**

*For 35 Years the Magazine for Every Member of the Family*

# How 1919 Advertising was apportioned in Cleveland

THE figures given below are for six-day issues of The Press and six-day issues of the Plain Dealer and News—the only basis upon which the advertiser can have a clear conception of the situation. The figures the Plain Dealer prints in its announcements, *without explanation*, are always for daily and Sunday issues combined against *six-day figures* of The Press. Limited only by their available supply of print paper, newspapers and other media universally record generous increases in advertising volume for the year 1919.

The Press Volume Was More Than

## 16,000,000 Lines

A Comparison of Total Advertising

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THE PRESS, 16,383,570 LINES

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2nd Paper (Morning) 12,115,306 Lines

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3rd Paper (Evening) 10,675,448 Lines

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## The Cleveland Press

A city home-delivered, home-read circulation greater than that of all other Cleveland dailies combined.

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# Local Display Advertising

The Press published for local merchants

## 10,373,734 Lines

Exceeding its Record of 1918—2,356,256 Lines

*A Comparison With Other Cleveland Dailies*

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**THE PRESS, 10,373,734 LINES**

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**3rd Paper (Evening) 7,278,110 Lines**

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**2nd Paper (Morning) 6,015,506 Lines**

# Classified Advertising

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**THE PRESS, 3,894,190 Lines**

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**2nd Paper (Morning) 3,541,734 Lines**

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**3rd Paper (Evening) 1,765,442 Lines**

*The Cleveland Press Gained*

<b>In Total Volume</b>	<b>In Local Display</b>	<b>In Classified Volume</b>
<b>4,268,838 Lines</b>	<b>2,356,256 Lines</b>	<b>825,622 Lines</b>

In point of value to the advertiser, the importance of The Press ranks far ahead of any other Cleveland daily paper. This is due to the thorough coverage of Greater Cleveland homes.

# The Cleveland Press

Foreign Advertising Department, **SCRIPPS NEWSPAPERS**  
Union National Bank Building, Cleveland, O.

**NEW YORK OFFICE**  
Marbridge Building

**CHICAGO OFFICE**  
First National Bank Bldg.

# Like the Siamese Twins

- Brooklyn and New York,
- they're joined together;
- yet are as different
- as the two Portlands
- of Maine and Oregon.

## *Brooklyn's best buying power*

- among its own 500,000 families
- is worth while reaching
- and reaching *directly*

through

# The Brooklyn Eagle

*Dominant in Brooklyn*

## *Use It*

- to cover Brooklyn.

A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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# The Trickless Advertisement—A Reply to "Lazy Copy"

Believableness in Advertising Far More Important Than Clever Phraseology

By the President of a Manufacturing Company Who Once Was a Copy-Writer.

THE editor of PRINTERS' INK has asked me to read Mr. Marsh's article on "Lazy Copy," and write my views upon it. I don't know why he asked me to read it, unless it is that in former years I have written advertising, and I cling somewhat to the old ideas of simplicity and sincerity in copy, having gotten rid of most of the cleverness that was in my system.

Brilliancy in copy is a fine thing. So is sincerity. Often they are combined—more often not.

Let us take two entirely opposite kinds of advertising—mail-order to get dollars, and straight prestige-building—no dollars asked for.

Examples are easy to find in both fields, of institutions which never tried to be clever or "trenchant," probably never will. Would Mr. Marsh sweep away at once the catalogues of Sears-Roebuck, Montgomery Ward, the National Cloak & Suit Company, filled with common-sense, homely copy—but rather short on jazz? Surely the mail-order houses know what kind of advertising produces the best results.

Then there are our old friends Tiffany and Steinway. Who from the number of those who can write exciting phrases, would not gladly like to own part of their bank balance? Yet I can't seem to remember in all of the copy which has helped to build their enormous prestige and good will a single phrase, paragraph or sentence that is particularly brilliant or "trenchant." I know they don't want that kind of copy, and I wonder how many times they have had to explain it to young copy men who wanted to sell them the latter kind.

I have no quarrel with Mr. Marsh for using Pope, author of the "Dunciad" and known as a bitter and vindictive critic, for his text. "And ten low words oft creep in one dull line." Right you are, Mr. Pope! Mr. Marsh, also! Yet, dull words have often brought action. There is nothing particularly persuasive, pungent, or forceful about the words I am about to quote. They might almost be called "utterly humdrum and lack-lustre," to use Mr. Marsh's description of some of his horrible examples. And yet those words got action. They are: "Carthage must be destroyed!"

A hackneyed illustration, I will agree. I'm even too lazy to find out who it was that said them in those far-off days. But history tells us that they did *get action*. A constant repetition of those four words sunk into the consciousness of the Roman people, and they eventually went after Carthage, and destroyed it. Doubtless, Mr. Marsh could rewrite those simple words in a zippy, jazzy and clever form. If he had lived in those days, he would have had a new sentence each day. Pungent, trenchant, graphic and gripping! But somehow, I think that the ancient Romans would have been so interested in hearing how he was going to state it the next day that they would have forgotten entirely about the main idea, namely—that Carthage must be destroyed! And that city would have stood until Time—destroyer of all things—razed its walls.

THE OBVIOUS NOT SO BARREN IN RESULTS, AFTER ALL

Right here I will start to disagree with our friend, who cries aloud in the wilderness of the ob-



vicious and commonplace for ads that sparkle with "enthusiastic similes and crisp, tangible facts."

I love crisp, tangible facts. I read with enjoyment enthusiastic similes, such as "as welcome as a wet dog at a Sunday School picnic." But I have seen facts that are not sparkling and similes of little or no artistic or literary merit that help to open the shopping bag of my wife. I have read many a sparkling, scintillating phrase and highly enthusiastic simile in automobile copy. I've forgotten the names of some of the cars they were written about. But I hope some day to own a Pierce-Arrow, and it wasn't the cleverness of the ads that has impressed me; it was the conservatism—the feeling that the article itself is superior to all others and is above phrase-juggling. The Pierce-Arrow commands my confidence, whereas the over-smart advertisers I infer are probably selling a cheaper product.

As against the brilliance of Pope, if I must become literary for a moment, I submit the simplicity of Lincoln's Gettysburg Address. As against Wordsworth's excitable sonnet, I offer my exhibit of the Sermon on the Mount and state as my own humble opinion that unadorned simplicity will get a hearing whenever it has a truthful ring.

A brilliant young man once submitted a rhetorical and artistic gem to John Wanamaker, as a suggestion for a trade calendar, so tradition has it, and that merchant looked at it, examined it closely and then turned it down. He said it "sounded too much like an advertisement, and not enough like a natural, sincere message from a merchant to his customers." Query: Is advertising suffering from too much professionalism—from the effort to display brilliancy in phrase-making rather than the plain, every-day merits of the goods?

And that is how I feel about some of the brilliant examples set forth by Mr. Marsh for my commendation and enthusiastic support. They sound too good. Like

his article, they are brilliant pieces of work. And every once in a while, it is somewhat of a relief to me to run across a piece of work that doesn't look like that—a piece of work. To me it is pleasant in the pages of even "seventeen-cent-a-line newspaper space," to come to an oasis of common sense in a desert of attempted brilliancy.

I may be a very peculiar buyer, but somehow not even the ads in the Bingville "Bugle" draw forth a snicker from me—like Mr. Marsh's friend when looking at the automobile advertisements. They have an entirely different effect. They give me an impression of genuineness. The trick advertisement is sometimes entertaining. The trickless advertisement is believable—that is, to me.

#### A JUMBLE OF BRILLIANCY

If all advertisement writers in the United States should take Mr. Marsh seriously, should they be thrown into apologetic action by his "diatribe"—if he would have us all, in a word, follow his advice literally, he would have the public all sitting eager-eyed at a 27-ring circus.

In one ring, "high above a ship's hold, a 150-ton locomotive dangles from the arms of a giant crane"; in another, "automobiles that are turning pale in the rain"; in another, "executives with knitted brows sit around the directors' table." Consider to what a curious level he would have reduced all advertising copy. I think that if even a portion of copy writers followed his advice, some of his horrible examples, which he so cruelly stripped of the "glamour of their trade-marks and left standing stark in their gaunt nakedness," would look good to me and to many other potential consumers of merchandise.

I, too, like Mr. Marsh, have read some of the masters of old, although I didn't use many of them in my advertising. If I may quote from memory, Ruskin once said in a letter that he was sorry he had the misfortune of "being

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able to set his words prettily together." Now I wonder why Ruskin said that? Somehow, I think that Ruskin was more interested in getting his *ideas* across to his readers than in having them admire the niceties of his literary style. And after years and years of experience, he felt that sometimes he had expressed himself *too* prettily. People were more interested in the way he said the things than in what he was saying.

Then there is L. B. Jones, of the Eastman Kodak Company. I rather like Mr. Jones and the Eastman copy. I always find it to be simple, sincere and forceful. He seldom tries to sell that mysterious little black box. He never uses all the passionate and exciting words he might have used about the marvelous mechanism of that little box. As a matter of fact, in one campaign which I have heard described as being very successful, he used a picture and just four words of copy. Four words, just as many as my example at the start of this article: "Carthage must be destroyed." I remember distinctly a soldier sitting outside of a puppet, apparently at a military encampment. He is looking at a picture with a faraway look in his eyes. The four words of copy—"A picture from home." Some young man, another soldier, three thousand miles away from home, tore this advertisement out of a magazine, and wrote on the margin: "This is the most truthful advertisement ever published."

The words of the Kodak ad are commonplace. I might even write a "diatribe" about them. I might label them lazy copy. Yet, somehow, to that man overseas they breathed an air of reality and genuineness, and I like them better than some of Mr. Marsh's examples, such as "When biscuits replace bridal bouquets," or "Does your automobile turn pale in the rain?"

The longer I stayed in the advertising business, the more I realized the futility and general uselessness of attempting to criticize any given piece of copy.

There may be a mighty good reason why a man wants to stick to the old reactionary (if you want to call it that) form of expression. In the old days I have seen some of the copy that I knocked, disliked, wrote "diatribes" about, and generally kicked around, bring home the bacon so many times that I stopped criticising. I recall that very substantial financial successes, such as Walter Baker's Cocoa and Royal Baking Powder, have been built up on the kind of advertising which Mr. Marsh condemns as "lazy copy."

I have come to the conclusion that the art of speech consists in having something real to say and then saying it, and though a man may be able to think like a genius, he ought to be able to talk the language of ordinary mortals. The most commonplace statements in the world if they are repeated often enough will start people on a train of thought, and that, in my opinion, is what advertising is designed to do.

#### AUTHORITIES DEPRECATE TOO GREAT BRILLIANCY

Simple words help people along the trend of thought. I recall a professor at college who conducted a course in English. He used to read us every once in a while a story or a statement which he had written in simple Anglo-Saxon words. It undoubtedly was forceful. It wasn't "pungent, graphic or particularly gripping," and the professor admitted that it wasn't. He explained its power in a very simple way.

"The child's vocabulary," said he, "is almost entirely Saxon. Longer words, allusions, polished synonyms, all come later in life."

A piece of copy in a magazine does not necessarily have to be in competition with Ring Lardner, or Mrs. Humphry Ward. When we read an advertisement, then, in simple words, I think it takes us back to the time when our minds weren't so complicated, and we worked in a direct line as children. Therefore, I offer as a suggestion to Mr. Marsh that

copy should, first of all, fit the proposition, that we ought to have something to say about the article and say it in simple words—Anglo-Saxon, if you wish. We ought to try to make people think about only one thing at a time. Not, for example, about wrists and ratchets—why not the goods which the manufacturer has for sale? I would substitute some of the old-fashioned, common-sense ideas for brilliancy. I also add the statement that writing in an acrobatic style, as I have found out time and time again, doesn't by any means always produce the desired results. And I want to repeat the words of Dr. Johnson, when he was asked to give advice to the young literary aspirant:

"When you come upon a passage which seems in your judgment to be particularly brilliant and forceful—strike it out."

Why, I have even known cases where the consumer wrote the copy—the actual consumer of the product. And this "lazy copy," written by the consumer, often has produced remarkable results for the advertiser. Much of such copy took the form of testimonials—they were rather commonplace, lazy, perhaps—they were unpretentious, informative, delivered almost in a casual manner, but they were human, sincere, and simple—and also successful.

I once saw a seal that had been trained to operate a motorcycle. The wonder was not that he operated it well, but that he could operate it at all. And too much of the copy that Mr. Marsh suggests, looks to me like an exhibition of skill, rather than an attempt, sincerely, honestly to present an idea or a product.

#### THE JURY OF THE PEOPLE SHOULD LOOK IN THEIR CUPBOARDS

In closing, I will do as Mr. Marsh suggests.

"You yield," he says to me as a former copy writer, "to a noticeable propensity to voice your appeal to the spectators in the rear seats of the courtroom—men of your own organization prejudiced in your favor and fellow advertis-

ing men with their abnormal curiosity about everything pertaining to their chosen profession. Turn resolutely away from them, sir—face the jury-box where my neighbor, my wife and I are sitting, study us—talk to us—not through us. Your verdict lies in our pocketbooks."

Consider then that I have risen, bowed and cleared my throat. Come, Mr. and Mrs. Marsh, and travel with me into your kitchen, open the door into the pantry, look for a moment along the shelves. See what advertised products you have bought, and which are standing there waiting for you to use. Also look into your bathroom, your medicine chest. See what advertised products are there, for which you have spent some of your hard-earned cash. Then let me ask you whether the advertisements for those articles had any feature which lifted them "far above the dead level of mediocrity" which induced you, Mr. Marsh, to clip them and put them in your file of copy-models?

Lazy copy may never have sold you at all! But once or twice in your life, if the product was right, if the copy fitted it, if it was sincere, simple and informative, it at least put you in a receptive mood, placed you sometimes in the state of mind known as "consumer-acceptance." And, when you saw the article at the retailer's, you bought it. At the same time, I am with you, Mr. Marsh—"down with the tediously commonplace!" But for the love o'Mike, don't let us all get particularly brilliant, trenchant and jazzy in our copy all at once.

#### McJunkin Agency Obtains Three Accounts

Standard Woven Fabric Company, Walpole, Mass., maker of "Multibestos" brake linings and clutch linings, which organization on January 8 changed its name to The Multibestos Company, has put its advertising account in the hands of the McJunkin Advertising Company, Chicago. The Sentinel Alarm Company, Chicago, and the Imperial Player Roll Company, also of Chicago, have put their advertising accounts in the hands of this agency.

Gentlemen:

You'll want to read the 1919 record of other newspapers in this issue --so we'll be brief. Here's the Milwaukee situation:

### Total Paid Advertising

	Agate Lines
THE JOURNAL	*13,801,229
The Sentinel	8,284,937
The Wisconsin-News	5,651,613
The Leader	1,728,532

\*A gain of 4,754,328 lines over 1918.

In National Advertising *The Journal* carried \*3,326,478 lines—an excess of 172,749 lines over the other **THREE** Milwaukee newspapers **COMBINED!**

\*A gain of 1,568,792 lines over 1918.

Because *The Journal* is read in 4 out of 5 English speaking homes in Milwaukee—it is easy to understand why many Advertisers use it exclusively.

## The Milwaukee Journal

H. J. GRANT, Pub.

R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.  
Special Representatives  
New York City

LONDON OFFICE  
34 Norfolk Street  
Strand, W. C. 2

# Serving the



Advertising men deal so constantly with the commercial side of the publishing business that some of them overlook the importance of the reader and his interests.

They are inclined to look at service to the reader as a side issue, and on the production of profitable advertising space as the main purpose of publicity. Some publishers appear to follow them in that.

But Farm Life is founding its structure on the idea of "the reader first." Only so can the interest and confidence be aroused that makes successful advertising possible as a by-product.

The Farm Life policy of serving the reader first pays. It means growth, as the following table of Farm Life's recent circulation increases shows:

December, 1919	640,000
November, "	625,000
October, "	601,069
September, "	573,776
August, "	542,818
July, "	521,728
June, "	521,081
May, "	478,796
April, "	442,794
March, "	420,081
February, "	446,332
January, "	417,672
December, 1918	407,810

SPENCER, IND.  
**Farm Life**

# Reader Pays!

These figures indicate a gain of over 225,000 or 57 per cent in the year.

This steadily growing circulation based on reader influence brings advertising revenue as a matter of course. The following table shows percentage of gain in advertising revenue as compared to the same month last year.



December .....	231%
November .....	231%
October .....	167%
September .....	120%

Farm Life is the most national of farm papers, most general in the distribution of its circulation, most national in spirit.

Efficient farm advertising is year round advertising.

**THE FARM LIFE PUBLISHING COMPANY**

*Advertising Representatives*

**THE JOHN M. BRANHAM COMPANY**

New York Chicago Detroit Atlanta St. Louis

SPENCER, IND.

# Farm Life

*"If you want your work  
done quickly and well,  
take it to A BUSY MAN  
to do!"*

¶ We were never busier than  
right now, but our usual  
good service was never main-  
tained at a higher point.

¶ To get the best  
advice on your  
printing, write us a  
line, or call up  
Greeley 3210.

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Crafts  
Building



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# Don't Use the Dealer as a Ventriloquist Figure!

Give Him Helps That Let Him Lead His Own Life

By Joseph Katz

THE other day I saw a chap in vaudeville who was billed as a ventriloquist. But his work was crude—it was easy to see that he was doing the talking.

There is much in common with that ventriloquist and the dealer-help methods of some national advertisers.

Trying to talk *through* the dealer—and letting the dealer talk *himself* are two different things.

No one ought to prepare dealer matter until he finds out by experience what a dealer does with the helps *after* he gets them. He should be able to see his helps in relation to the other matter a dealer receives.

A store can't use all the suggested ads and printed matter it gets. It uses only a small part of it. And do you know how the dealer decides who is to be the fortunate one?

1. By the standing of the merchandise. The line that means the most to the people of his community is the line he advertises strongest—and that hasn't anything to do with whether the national advertiser pays for his local space or not.

2. By the consideration the national advertiser has shown for the personal element in the copy he furnishes—by beginning with the dealer and winding up with the product. By putting himself in the dealer's place, and writing the advertisement as if he were a dealer himself.

How many colors you put into your printed matter, or whether you employ the famous Mazzatini for your illustrations doesn't interest him nearly so much as whether you have given *him* a part in your advertising drama. He realizes that when you conduct your national campaigns, you are doing the talking and the

paying, and over your own name you can make any claims you want.

But when you furnish dealer helps, and you ask the dealer to do the talking and the paying, it is a different matter, even if it is the same product.

Over his own name, the dealer can't be expected to say complimentary things about your product in quite so emphatic a way as you do yourself. He often handles competing lines of the same grade, for one thing, and he hasn't a hundred-year lease for your agency—don't forget that.

## DEALER WON'T LOSE ALL HIS INDIVIDUALITY

Too many national advertisers mistake a resentment of the national advertisers' dealer-help methods for antagonism to nationally advertised goods. The big thing most of these advertisers miss is that *the dealer wants to live his own life*.

He doesn't mind saying nice things about a line of merchandise he thought enough of to put his money into—but he wants to say them in *his own way*.

And the clever national advertiser (may his tribe increase—he is so scarce) will try to find out what that way is—even if he has to go into the retail business to do so.

Have you noticed the ads of the Regal retail stores? They differ from the ads of the same Regal shoes advertised in the national periodicals. The retail ads are well filled with small attractive cuts with detailed descriptions, just as a retailer would plan an advertisement himself. The Regal people understand the retail advertising problems because they are retailers themselves.

Many national advertisers ask the retailer to run in his local





them go forward to me right away—but when three weeks passed, and no pictures, I sent the coats to a studio and had the pictures made.

Not many national advertisers understand the dealer. If they did, they would not send him the dealer helps they do. They do not understand that every store has its "atmosphere;" it's a subtle thing, but it is sensed by every customer.

So few of the helps fit in with the scheme of things. These national advertisers make no attempt to have their helps fit into the picture—that's the big weakness.

Cuts often have the name of the product smeared all the way across—no self-respecting dealer will use them. The over-emphasis of a single product is fatal to an advertisement that desires to preserve the personality of the retailer.

An agate copyright line satisfies Hart, Schaffner & Marx and other big advertisers, and they are wise, because their cuts get into the paper—that's the test. Anybody can mail cuts to a dealer—to get him to put them in the paper at his expense is quite another matter.

Hart, Schaffner & Marx are so "fussy" about the unobtrusive way of adding their name to dealer helps that I recall the receipt of a tiny cut of their Trumpeter trade-mark, that had a copyright line smaller than any type in existence—so they had it specially cast in metal!

Many of their advertisements furnished to dealers bear such phrases as, "Made by Hart Schaffner & Marx." "Among our clothes are Hart Schaffner & Marx Clothes." The addition of the words, "Made by" and "Among" is clever, because that's just the way a dealer would write a Hart Schaffner & Marx ad himself.

Other national advertisers have awakened to this important business of preserving the dealer's personality. And so we find the makers of Fashion Park Clothes

signing dealer ads, "Tailored for us by our tailors at Fashion Park," after which followed the dealer's name. Fashion Park labels in the clothes follow the same idea.

Wallach Brothers, New York, advertise Wallach-Stetson hats—an idea used by many dealers to combine the name of the dealer with the nationally advertised product. Of course, this is allowed by some makers, only in those cases where a dealer's own ideas were combined in producing the merchandise; for instance, when a dealer had a hat trimmed after his own ideas.

Signs and showcards come in all sorts of crazy sizes; the fellow who send them ought to know that no self-respecting store will turn itself into a sample room.

Suppose you have a sample book showing that thousands of small dealers used your ready-made ads because they couldn't help themselves—because the small town newspaper can't set up a decent advertisement; don't you think it would have been a lot better for the little dealer, and *you*, to have soft-pedaled your product, written them as if the dealer had written them himself, and put your product *in perspective* with the other things he carries?

And another thing: don't you think it would be a good idea not to send ready-made ads to the big stores at all, those who have their own advertising men? Wouldn't it be better to send these men little books of selling points from which they could prepare their own copy? These big stores want to say good things about your product in their own way. They want information, not argument.

But all stores, big or little, want to lead their own lives! They don't want to be used as ventriloquists' figures.

### Los Angeles Agency Has San Francisco Office

The Crank-Paris Co., advertising agency, Los Angeles, has recently established a branch office at San Francisco, under the management of D. S. B. Stannard.

## Plans Increased Peanut Advertising

The Planters Nut & Chocolate Company, Wilkes-Barre, Pa., plans to increase its national advertising in 1920. Women's publications, general periodicals, business papers, newspapers and outdoor display advertising for "Planters Pennant Salted Peanuts" will be used. In announcing its advertising plans for 1920 to the dealer, this company brings these reasons for advertising to the retailer:

"In these times of high prices and low quality, advertised goods of merit sell more quickly than unknown and inferior lines with theoretically higher margins of profit.

"The 'margin' that counts is the margin of time goods lay on your shelves. Advertised lines, like Planters Pennant Salted Peanuts, sell automatically, and by their volume of sales earn a greater profit in a given time than unadvertised lines."

## Shoplifter Circulation Figures Wanted

"CURRENT OPINION"

NEW YORK, Jan. 8, 1920.

Editor of PRINTERS' INK:

I note the New York City department stores had an advertisement recently appertaining to shoplifters.

As a matter of statistical interest, could you give me the percentage of circulation of the New York papers going to shoplifters so that I can figure out the value of this circulation?

MARK A. SELSOR,  
Advertising Manager.

## Brick and Steel Accounts With Nichols-Moore

The Nichols-Moore Co., advertising agency, Cleveland, has obtained the account of the Common Brick Manufacturers' Association, Chicago. A general advertising campaign is planned. This agency has also obtained the advertising account of The Hydraulic Pressed Steel Company, Cleveland.

## E. J. Herman Succeeds C. D. Murta

E. J. Herman, who has been an assistant in the advertising department of R. Strauss & Company, Inc., Indianapolis, has taken over the duties of advertising manager at that organization. He succeeds Charles D. Murta, now advertising manager of The Hub, Baltimore.

## T. I. Crowell, Jr., Made Hoyt Space Buyer

Thomas I. Crowell, Jr., who has been with Hoyt's Service, Inc., advertising agency, New York, since being discharged from the army a year ago, has been made space buyer of the Hoyt organization.

## Paris Plans a Central Sales Building

Paris has caught the central sales building fever, and if the plans of the Marquis de Breviaire are fulfilled, it will have a large five-story sales building on the Quai de Passy to cost approximately 100,000,000 francs, and containing about 14 acres of floor space.

The plans call for 6,000 offices and sample rooms, which will each be rented at \$550 per annum. It is hoped to assemble in this building some 5,000 of the principal manufacturers and producers of the world. Ample accommodations for buyers and sellers in the general rooms of the building are included in the plans. An enormous conference hall, library, dining-room, smoking-room, baths, gymnasium and such conveniences as are generally found in club houses will have a place in the building. Interpreters and clerks will be available. The building will contain its own postoffice, several branch banks, telephone call, cable, shipping and transport offices.

## McGraw-Hill Advertising Changes in Chicago

H. G. Sommerman, of the Chicago office of the McGraw-Hill Co., Inc., New York, has been transferred from the circulation division to the advertising section in that office. Thomas P. Scanlan has also joined the advertising division of the McGraw-Hill Chicago office and will do soliciting in the Western territory.

## W. C. Bamburgh With Babson Institute

William C. Bamburgh, formerly advertising manager of the New England Telephone and Telegraph Company, Boston, and recently manager of sales of the M. S. Little Manufacturing Company, Hartford, Conn., has been made director of sales and advertising in the Babson Institute at Wellesley Hills, Mass.

## A. M. Bacon Joins Sturtevant Company

Alfred M. Bacon, recently assistant advertising manager of the Thomas G. Plant Company, Boston, maker of "Queen Quality" Shoes, Boston, has joined the advertising staff of the B. F. Sturtevant Company, manufacturer of ventilating, heating and warm air systems, Readville, Mass.

## Burnham & Ferris to Advertise "Walter Wool"

The advertising account of F. W. Walter, Philadelphia, has been put in the hands of Burnham & Ferris, advertising agency, New York.

# How many of the drug wholesaler's 45,000 items are dead stock?



**N**OT more than two-hundred-fifty trade-marked items out of the 45,000 carried by drug wholesalers have volume sales and general distribution in the Indianapolis Radius. The rest have small sales. Many items are practically dead stock.

Products such as Pebeco, Auto-Strop and Woodbury's are live. They *move* from the dealer's shelves, for they are advertised regularly in The Indianapolis News.

The old method of loading the retailer by flashing on him the proof of a "national campaign" is no longer effective. The Indianapolis jobber and retailer have learned better. They have had to get-out-from-under too many times. But they will cooperate with the manufacturer if they *know* that advertising will be carried year in year out in

## The Indianapolis News

Use Newspapers on a Three-Year Basis

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building

# inside selling

*Sometimes more important  
than selling the trade*

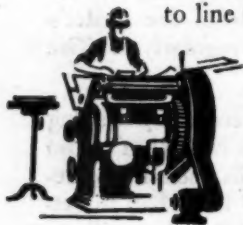
THE staidest organizations feel the influence of advertising.

An officer of a bank which we advertise said that his fellow officers seemed like new men after the advertising appeared.

Is this spirit all egotism and sham?

Far from it.

Organizations, like people, tend to line up to their reputations.

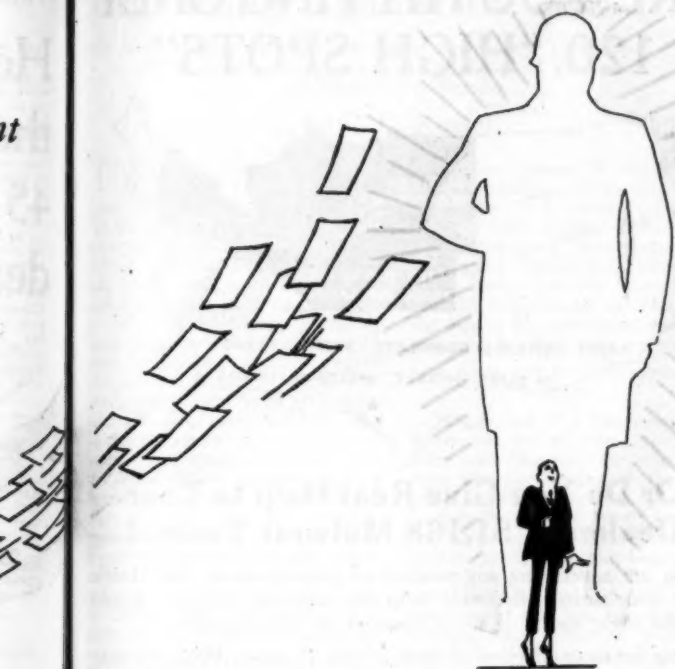


A client once posted his advertising in his factory "to impress the men with their great responsibility in making the goods." He set an excellent pacemaker. But notice this: *He* felt the responsibility first.

The stamp of your advertising on the work of your organization

# Blackman-Ross

ADVERTISING



is tremendous—so tremendous that it fairly runs away with careful figuring. It is there before you know it. It is there and you don't know it.

To a large extent it sets your pace. Sound advertising is an immense factor in insuring sound production.

ss Company New  
SING York  
95 MADISON AVE.

# ARE YOU HITTING ONLY 120 "HIGH SPOTS"



## Or Do You Give Real Help to Your Dealers in 51,168 Midwest Towns?

If you are advertising any product of general use in the Middle West you cannot effectively help the majority of your dealers without using media of special interest to farm families.

Among the most effective of them is *The Farmer's Wife*, the only magazine published exclusively for farm women and subscribed to by 750,000 of them.

It is important to reach the buying head of the family in her "own" magazine.

A few 3 and 4 color positions are still open for 1920.  
Write nearest office for particulars.

## THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS  
ST. PAUL, MINNESOTA

Western Representatives,  
**STANDARD FARM PAPERS,**  
Inc.,

1341 Conway Building,  
Chicago, Ill.



Eastern Representatives,  
**WALLACE C. RICHARDSON,**  
Inc.,

381 Fourth Avenue,  
New York City.

MEMBERS AUDIT BUREAU OF CIRCULATIONS



# LY Organizing Against the Silk Thief

Silk Association of America Advertises Reward for Information Which  
Will Lead to the Arrest and Conviction of Purloiners  
of High-Priced Textiles

By C. P. Russell

THE rise of silk in the luxury market has been one of the most significant developments in American merchandising of recent years. There was a time—only a few years ago—when silk was bought and worn only by the high-born lady, and she commonly restricted its use to garments worn only at social functions or state occasions. But nowadays silk is worn not only by the colonel's lady but Judy O'Grady. And silk now goes not only into linings for opera cloaks and party dresses, but into underwear, hosiery, hats, bags, gloves, and the thousand other appurtenances that pertain to the modern woman's toilette. The male sex is not exempt from the silk craze, either. The modern man not only must have silk linings for his clothes and overcoat but silk shirts where in former years he was content with good old madras and percale, and scorns all scarves and neckties that are not of the highest quality of silken fibre.

The world's present demand for silk seems to be well-nigh insatiable. There is never enough of it. America, especially, draws upon many parts of the globe for her supplies of the fascinating fabric. This ever-increasing demand has, of course, given rise to ever higher and higher prices. And likewise it has given rise to another inevitable development—organized thievery. The ambitious thief of to-day steals silk where formerly he stole jewels. There are several reasons for this. One is that a bolt or a twist of silk is virtually as good as legal currency. It may be "cashed" anywhere. There are a thousand places in any modern city where it will demand a good price, and no questions asked.

Another reason is that silk is hard to identify. Especially in its raw state it is often impossible to tell where it came from. The thief, therefore, even though he be caught red-handed, often escapes justice because there is no positive evidence of the fact that the silk in his possession was not acquired by legitimate purchase.

## THE HARD LOT OF A PRESENT-DAY THIEF

That period of a few years ago when swarms of new capitalists were crowding into the silk business was the heyday of the silk thief. The silk man, in his anxiety to get his goods on the market where they could catch a highly gratifying profit, was often careless about the way his goods were handled and shipped. He occasionally ran into a heavy loss through some piece of thievery, but he made small effort to protect himself because, in the first place, he was safeguarded by insurance, and in the second place, it seemed impossible to devise a method by which manufactured silk could be marked or identified. And frequently it seemed impossible to bring the thief to justice even when apprehended. The guilty man was often able to exert some kind of mysterious influence that postponed and re-postponed his case until the prosecutors were weary of the case, or he got off scotfree on some technicality.

But as silk thievery increased, and entered the stage of an organized business, and as the rates on insurance constantly mounted, it was seen that a halt must be called somewhere. The Silk Association of America, to which most of the great silk manufacturers and wholesalers belong, organized a "Missing Property Bu-

reau," which began to go after silk thieves according to definite plans rather than in a desultory and sporadic manner. Its first endeavors were concerned with the tracing of stolen goods and their restoration to the rightful owner. But as it has grown in age and gained in experience, it has taken on widening functions.

It now collects and maintains records of suspects and convicted thieves. It watches express and freight terminals and collection and delivery points. It has representatives present at all trials and speeds up prosecutions. It warns manufacturers about carelessness in the handling of goods. And finally it conveys warnings through advertising space in business papers that there is a standing reward for all information which will lead to the arrest and conviction of thieves. An extension of this advertising in the newspapers is now being contemplated.

But chiefly the Missing Property Bureau is nowadays maintained as a sort of educational organization whose aim is to show members of the Silk Association how to safeguard their property and how not only to apprehend thieves, but to prevent their operations altogether. Due to the high insurance rates against theft, some form of mutual insurance may be the next development.

Contrary to the public impression, most silk thefts take place in raw silk and not in finished goods. For a long time, it was impossible to restore stolen goods, even when recovered, because of a lack of any distinguishing mark. Nowadays, however, the larger manufacturers weave a thread in the margin of their goods which identifies it instantly and accurately. In addition, the board of managers of the Silk Association at their meeting last December recommended that there be placed "within each book of silk, near the centre, a tag or memorandum with marks and numbers thereon, such as the bale number, lot number, or other data, that will dis-

close the bale from which any book of silk has been taken, making it possible to establish then beyond any doubt the identity of the silk. This tag or memorandum is to be used in addition to any chop marks that it may be desirable to include."

A copy of this resolution was ordered forwarded to the National Association of the Raw Silk Industry of Japan, and to other important factors in the industry. A similar plan was recommended in the case of thrown silk.

#### SOME USUAL METHODS OF THE SILK THIEVES

One prolific source of silk thefts lies in the development within recent years of a host of small manufacturers, who buy two or three looms on the installment plan and set up a small silk plant in their own homes. These small fellows are always in the market for raw silk, and will readily buy any bargains that come their way without asking too many questions. A twist of raw silk weighs one pound, and at present prices is worth more than \$10. The small manufacturer can sometimes pick it up from a pilferer for as little as \$2. In other cases, the thieves resort to the fly-by-night auction rooms of the lower East Side, or to "fences" to be found in almost any part of a big city who are always ready to buy a piece of marketable merchandise.

Silk thieves seldom work alone but almost always in gangs. They adopt various ingenious devices to gain their ends. They will steal anything from a single "twist" to a whole wagon of goods. They often find it possible to seduce some unseasoned employee of a silk house, generally a minor clerk or driver, and protective devices and burglar alarms by no means serve always to forestall them.

Not long ago a prospective customer came in and examined some goods in a silk man's office on the fourth story of an office building. He found nothing to

*A circulation is no larger than  
its value is to you*

## **Dominates Chicago's Evening Field in Automobile Advertising**

For the past five years, each and every year, The Chicago Evening Post has led all Chicago evening newspapers in display automobile advertising.

Circumstances may change the leadership for a stray month, but when for five consecutive years one newspaper dominates all others in a certain line of business, there must be a real, worth-while reason.

The reason in this instance is the quality of The Chicago Evening Post's circulation; it reaches the buying power of Chicago. Automobile advertisers have shown their appreciation of this fact by their ever-increasing lineage in The Chicago Evening Post.

Elimination of waste circulation, with your advertising reaching those who are able to buy your product, is the result of concentrating upon the able-to-buy readers of

## **The Chicago Evening Post**

Eastern Representative—  
Kelly-Smith Co., Marbridge Building, New York

Western Representative—  
John Glass, Peoples Gas Building, Chicago

### **THE SHAFFER GROUP**

Chicago Evening Post	Louisville Herald
Indianapolis Star	Muncie Star
Denver Times	Terre Haute Star
	Rocky Mountain News

suit him, even after looking over all the stock thoroughly, and went away without purchasing. That night a wagon drew up not far away from this building, and the driver busied himself around the harness in such a way as not to arouse suspicion by any officers of the law. A gang of thieves, led by him who had posed as a "customer," then approached the building in a roundabout way and avoided all wires and burglar alarms by gaining entrance to the basement. Once inside the building, they worked their way to the fourth floor, where they helped themselves to many valuable pieces of goods. In the meantime a watchman for an electric protection company became suspicious on making his rounds and started to investigate. The "lookout" for the gang reported his presence, and they immediately proceeded to distract his attention by throwing a hammer through a window on the second floor of the rear. While the watchman, now thoroughly aroused, was investigating this disturbance, the thieves made their escape, loaded their wagon and were off.

In recent times, owing to the congestion on the railroads and slow freight service, silk manufacturers have resorted to motor trucks in an effort to speed up the transportation of goods between their factories in New Jersey or Pennsylvania and their New York offices. The motor truck, useful though it be, has served to add further to the troubles of the Missing Property Bureau. There are so many things that can happen to a truck and its driver that not even Argus himself and all his eyes could hope to keep every silk wagon under observation. Sometimes the driver is dishonest and is in collusion with thieves, or he is stupid and gives them an opening of which they take quick advantage. At other times he is merely careless and leaves his vehicle standing unattended when he goes into a restaurant to have a bite to eat.

In one of the biggest silk robberies in recent years, the driver, who was honest and well-meaning enough in his way, was entrusted with a valuable load which he was to deliver that afternoon. It grew quite late before he was able to carry out his mission, and the driver, thinking that delivery early next morning would do as well as that night, put up his wagon in his barn, and went on about his evening amusements. When he hitched up his team the next morning, he was somewhat taken back to discover that his wagon had been neatly and thoroughly emptied. The loss sustained in this operation amounted to \$50,000.

In another big robbery the loss was \$100,000. This took place on a railroad train in transit from the Coast. There is reason to believe that employees of the railroad tipped off the thieves, because they were able to break into the car containing the goods at just the right time and place. However, half of the goods were recovered. The robbers got frightened for some reason, and abandoned their operation before it was completed.

As a result of these truck robberies, the Silk Association is now contemplating the establishment of a co-operative motor transport service. It will maintain a fleet that will travel under armed escort, and will observe a regular schedule, somewhat in the same manner that the ancient caravans of the East used to protect themselves against robberies when crossing the desert. Thus does history, despite improved devices and the development of invention, continue to repeat itself.

#### Nims and Hotchkiss Address T. P. A.

Common fallacies in trade-marks were pointed out by Harry D. Nims, author of the *PRINTERS' INK Model Statute*, at a meeting of the Technical Publicity Association, held at the New York Advertising Club on January 8. George D. Hotchkiss, head of the department of advertising and markets, School of Commerce, New York University, also spoke at the meeting.



## I Am the Financial Advertiser

Investigation convinces me that Baltimore offers a bonanza opportunity to the reliable investment advertiser. For five years Baltimore has been doing a record business, earning enormous wages, piling up a huge surplus.

On June 30 last Baltimore had ready money on deposit as follows:

In 13 National Banks.....	\$121,147,000.00
In 28 Trust Companies.....	121,971,502.55
In 15 Savings Banks.....	113,803,149.95

Total.....\$356,921,652.50

Baltimore's 252,740 savings bank depositors alone have an average of \$417 each available for higher return.

Baltimore's vast investment patronage—both the "new money" and the old-line regular funds—can be promptly secured through the sole use of the newspaper everybody in Baltimore has confidence in—the *Sunpapers*.

A strict censorship is maintained on all financial advertising in the *Sunpapers*, and thousands of dollars worth of "wildcat" financial advertising is refused each month. This means the greatest possible reader-confidence in every financial advertisement appearing in the columns of the *Sunpapers*.

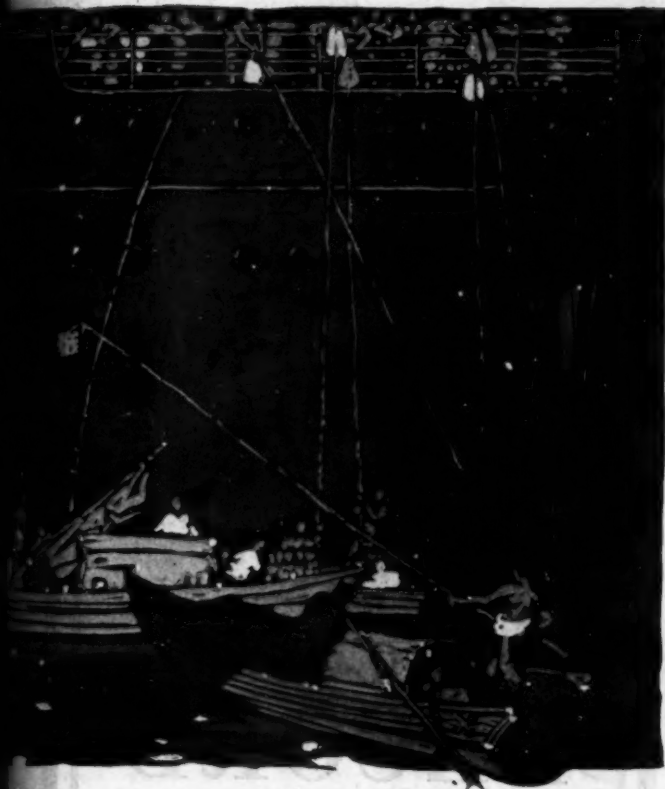
So close to the people is THE SUN—so thoroughly does Baltimore believe in it, that 28,000 persons called at The Sun office during a Liberty Loan drive and handed in \$4,000,000 in cash, taking only the *Sunpapers'* receipt pending delivery of the bonds.

A paper that can sell Government bonds that way can sell other worthy securities.

Just another evidence that

**Everything in Baltimore  
Revolves around the Sun**





## Packages & Prestige

Beyond the Great Wall of China—into forbidden Thibet—following the trail of the mystic Andes . . . everywhere and into every land American goods are going. It is acknowledged that a special type of advertising and a new kind of label is demanded for these new markets. Goods and printed appeal must win prestige in a far country, under new conditions. We are solving these problems for Globe-trotting advertisers via ideas and illustrations.

### STURIDGE ASS'N of ARTISTS

*New York Studios*  
23 East 26 St.

*Chicago Studios*  
140 N. Dearborn St.



## Department Stores

use for their advertising  
the newspapers that go  
into the homes. Last  
year we published

4,126,031 Lines

of advertising from the  
Department Stores of  
Philadelphia

## THE PHILADELPHIA RECORD

*"Always Reliable"*

Foreign Advertising Representatives  
**STORY, BROOKS & FINLEY**  
CHICAGO  
Peoples Gas Bldg.  
NEW YORK  
Fifth Ave. Bldg.

# The Farmer's Place in America's Business

Vital Importance of Appreciating the Position of the Farmer as a Citizen as Well as a Customer

By Arthur Capper

United States Senator from Kansas and Publisher of the Capper Farm Papers.

I AM afraid that we too often forget or overlook the very fundamental part the farmer plays not only in business but in our very existence. It is the farmer's business to feed and clothe the human family. At any time in the history of the world, the race is only a few weeks, or months, at most from starvation. Let the farmer cease to produce for a single season; cut off the yield of field and flock and herd, of vine and tree, and we perish. The coal from the mine, the oil from the crevices of the earth, the fall of the mountain stream, supply part of the energy that turns the wheels of business; but the greater power—the man power—is merely the food grown by the farmer, converted into human energy. The calories of heat under your boilers are not so vital to your business as are the calories of energy in your workmen. A strike in the coal mines paralyzes business; but a strike by the farmers would utterly destroy business because it would destroy life itself. Business existed before the power of steam and electricity was discovered, but business has never existed and never will exist without man power, and that energy comes from the soil and is brought to us by the farmer.

So then, in the first place, if business is to deal wisely and equitably and for that matter profitably, with the farmer, it behooves us to remember what we owe to agriculture; or if we do not recognize the obligation, at least to remember how dependent upon it

we are. Business has too long been in that state of ignorance shown by the small boy whose teacher asked him, "Where does tapioca come from?" The lad truthfully replied, "From the grocery store." He was accurate but shortsighted. It isn't the grocery store that feeds your men. Business must remember that it isn't business that feeds business either with food or with dollars. A nation cannot grow rich swapping dollars. The farmer is the great producer of real wealth. It is his business that makes the wheels of every other business go round.

While thousands and thousands of farmers have lost money this year, either in crops or livestock, yet the farmers of the United States have produced enough wealth to pay off two-thirds of this country's net war debt, the total commercial value of their product this year being well over 15 billion dollars, or about 1½ billions more than last year. And this was accomplished under even more difficult price and labor conditions than in wartimes.

During the war the Government nursed every other industry at the expense of agriculture. Now we have peace—and all the necessities of living cost so much they have all become luxuries—the greatest industry of all is still being hampered, and is still being victimized by speculators and gougers, when if it were given a square deal and honest markets, it might pull the country well out of the hole in from two to five years.

## THE FARMER'S POSITION UNASSAILABLE

Last year the value of the American farmer's crops, meas-

Portion of an address before the Farm Paper Conference and Demonstration, New York.

ured by our depreciated dollar, was \$15,873,000,000, while the five-year average, 1910-1914, was \$5,829,000,000. The value of his livestock in 1919 was \$8,830,000,000—making a total of nearly 25 billion dollars for crops and livestock combined. These figures, as a matter of course, are not accurate to the penny. They do not necessarily represent the net income or profits of the farms of America, but on the other hand they do not tell his total gross income. While hired help, interest, rent, taxes and other fixed charges are to be deducted, in practically every case in addition to the money crops represented by these billions, the farm has produced the greater part of the food of the family—a no inconsiderable amount for six million families. A city family with an income of \$3,000 per year must necessarily spend the larger portion of it for the staples of life—the actual necessities. The landlord, the electric light and traction companies, the milkman, the butcher and grocer and laundryman get the greater part of it; while the farm family with its garden and orchard, its home-grown meat, its dairy products and eggs, has for living expenses a much slighter drain upon the family purse; and a correspondingly larger surplus for other expenditures.

It is in these "other expenditures" that the most of you are chiefly interested. I wish I could take this company to-day and set you down in a typical farm home of the Middle West, that you might see for yourself the actual living conditions of the American farmer. I wish you might spend a half day with a good county-seat merchant, inspect his stock of high-grade goods and see the variety and quality of the goods the farmer buys. I have never yet known a man to make a personal investigation of this sort who has not been surprised by what he has seen.

And there is this to remember: the farm family's expenditures are made for things that are worth while. The farmer's wife and

daughters are not very good customers of the manicurist or the hairdresser. They do not buy a \$30 creation from the milliner every month; they do not demand an imported gown two or three times a season; no large amount of the farmer's income goes for matinees and luncheons and teas. The farmer's family has little opportunity and less inclination to fritter away hard-earned dollars on jim-cracks and gee-gaws. The money that slips through the fingers of the average middle-class city family with nothing to show for it at the week's end, is invested by the farm family in things worth while, in comforts and luxuries that help to make life more pleasant.

I cannot help feeling astounded at times at the indifference of so many manufacturers to the rural market. I remember a few years ago when I was actively in the publishing business, our New York manager telegraphed us in Topka asking us to interview a dozen of the leading jobbers in our immediate territory in regard to the sale in four agricultural States of a staple article of the hardware trade. I replied that we would make the investigation, but suggested that he run over to Philadelphia and interview the sales manager of a manufacturing company that did the largest business in the world in that specialty—a company that had been engaged in that one business for forty years. It seemed to me that that would be a quicker way to get accurate information.

And our New York office wired back, "He's the man who wants the information!"

In business for forty years and didn't know that the farmer families of the nation were his best customers!

Now I believe that that same condition exists even to-day in many business houses. Or even if the manufacturer realizes that his wares are purchased by the farm family, he does not appreciate the necessity of cultivating that trade through the one medium that the farm family looks

# Straws which Show The Trend of Cleveland Advertising

Percentages of gain—those infallible straws of advertising merit—again decisively demonstrate Plain Dealer leadership in Cleveland and Northern Ohio.

In 1919 The Plain Dealer carried 19,326,184 lines of paid advertising or

**17%**

more advertising than the Press,

**31 1/2%**

more advertising than the News and Leader combined,

**45%**

more than its own 1918 record—the largest gain ever recorded by any Cleveland paper for a similar period.

In apportioning your 1920 appropriation these "straws" clearly denote that in Cleveland you can wisely concentrate in

## The Plain Dealer

Eastern Representative  
**JOHN B. WOODWARD**  
Times Bldg., New York

Western Representative  
**JOHN GLASS**  
Peoples Gas Bldg., Chicago

upon as its "Buyers' Guide"—the agricultural press.

And that's bad for you as advertisers; and bad for us as publishers, and bad, too, for the rural community.

I say it is bad for the rural community, because, gentlemen, I believe that the real purpose of advertising—its primary mission—is to serve my subscribers rather than to serve you advertisers. As we sometimes put it, "It is more important that the farm homes of our States have an appreciation of good music than that you sell pianos or phonographs. It is more important to the nation that farmers buy tractors and modern machinery than that you sell them. It is more important that the farmer's scale of living be lifted to a higher plane than that you be enabled to do a larger volume of business."

#### ADVERTISING'S WORTH TO THE FARMER

I consider the advertising columns of my papers of as great importance to my subscribers as my editorial pages. And I am not straining a point when I say that you manufacturers and advertisers of worthwhile commodities owe a duty to the farmer—nay, more than that—a duty to the nation, to bring to his knowledge everything that will be of value to him in his work and in his life. We must remind ourselves again and again and yet again that our prosperity, our very existence rests upon agriculture. The American farmer must not only be made an efficient producer, but he must live a life befitting a citizen of a great republic. We have no room in America for a peasant class. The American farmer in education, in real culture, and in the refinements, conveniences and comforts of wholesome living must not fall behind his city brother. We cannot afford to put a premium upon urban life. If you believe in your business; if you believe that you have a commodity that is worth while; if you believe that you are rendering a genuine service, it is your duty to

carry the gospel of your service into the by-ways and hedges. This isn't sentimental bosh nor mawkish idealism. It is a policy that pays. It is simply longheaded business sense.

And this leads me to what I really came here to say:

Business must look to the American farmer to-day, not only to feed it, not only to buy its wares, but actually to save it from destruction.

However optimistic we may be; however great our faith in the sanity and good sense of the American people, we cannot close our eyes to the state of unrest that prevails in the industrial world. We cannot deny that business in many respects has been arrogant, greedy, heartless; with the inevitable result that labor is more ready than we have ever known it to be to listen to the siren song of the impractical dreamer, or to be roused to passion by violent enemies of society. On the borders of every conflict between Capital and Labor, Revolt and Anarchy lurk, growing bolder with each new contest. Capital is alarmed as never before, and Labor, to a greater degree than ever, has lost confidence in the integrity and sense of justice of Capital. And despite temporary concessions and palliations, the breach widens. God only knows what the end will be unless Business speedily recognizes its fundamental responsibility to Labor as well as to the public it serves, and unless Labor sees that Labor can prosper and profit only as it renders service.

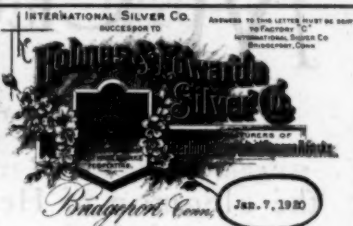
Between these two contending forces stands—what? Well, we say, "The Public." But what is the Public that you know? The men in this room, if we eliminated the few blooming millionaires among us, are fairly representative of "the public." What kind of a buffer would we make between Capital and Labor? Wouldn't we find ourselves naturally and inevitably in one class or the other? Haven't we all pretty well developed prejudices and deep-seated opinions?

# The Answer!

(Note the Date)



FACTORIES AT BRIDGEPORT, CONN. U.S.A.  
SALES BROOKS  
CHICAGO'S NEW YORK'S SAN FRANCISCO'S POST ST  
NEW YORK'S HAYDEN LANE



MAKERS OF SILVER INLAY AND WEARPROOF PLATE - SPOONS AND FORKS.

Mr. Harry Levey,  
Universal Film Mfg. Co.  
1600 Broadway,  
New York, N.Y.

Dear Mr. Levey:-

After carefully investigating all of the proposed plans for distributing films which have been offered us, we have decided to continue distributing our picture "Straight Goods" through Universal.

We will probably use about twice the number of bookings used in 1919, and look forward to receiving the same good service given us on our last contract.

We are sending you an order for the additional prints you stated were necessary, so as to give you sufficient time to prepare these.

Assuring you of our appreciation of the good service rendered, we remain,

Very respectfully,

THE HOLMES & EDWARDS SILVER CO.  
International Silver Co. Successor.

WBG:SH



UNIVERSAL FILM MANUFACTURING COMPANY  
(Carl Laemmle, President)

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe  
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway . . . . . New York

# McCLURE'S

## ANNOUNCES

the election of Herbert Kaufman as Editor and Chairman of the Board; Frederick L. Collins as President; and George L. Storm as Treasurer

McClure's will pursue a vigorous and constructive policy in the treatment of national and international situations and continue its distinguished role as an advocate of social and economic progress,—a servant of loyal, humane and just causes.

The new management of McClure's is committed by tradition to keep its pages clean and wholesome and unafraid.

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### TO ADVERTISERS:

Beginning with the March 1920 issue the advertising rates for space in **McCLURE'S MAGAZINE** are Two Thousand Dollars (\$2,000) per Page, One Thousand Dollars (\$1,000) per Half Page, Three Dollars and Fifty cents (\$3.50) per line for less than one half page. Extra Charge for Special Positions. New rate card on request.

ARTHUR S. MOORE, Advertising Director.



# McCLURE'S WILL PRINT in 1920—

## *Serials by*

Mary Roberts Rinehart	Booth Tarkington
Arthur Stringer	Zane Grey
Eleanor Hallowell Abbott	Maximilian Foster

## *Short Stories by*

Edna Ferber	P. G. Wodehouse
Harvey O'Higgins	Josephine Daskam Bacon
James Branch Cabell	Sophie Kerr
Leonard Merrick	Perceval Gibbon
Wallace Irwin	Harrison Rhodes
Samuel Merwin	Holworthy Hall

## *A New Series of Cover Designs*

*By Neysa McMein*

*Beginning February,—twenty-five cents a copy.*

# McCLURE'S MAGAZINE, INC.

New York, N. Y.

The men in the street outside are "the public"; but there is a definite, sharply drawn line between them. There is no unbiased public in New York City or anywhere in our urban population. The one stabilizer, the one arbiter, is the American farmer, and it is to him, and to his sound sense, his innate justice, his love of a fair deal, his patriotism, his steady industry, that we must look for our way out of disaster. If he falls behind in any of these qualities, we drop farther back. He is both Capitalist and Laborer, and yet he lives removed from the rancor of the strife that clouds our minds and benumbs our reason. He has never yet failed his country in its time of need. It was "the embattled farmers who fired the shot that was heard around the world," at the birth of our nation, and ever since, the farmer, in war and in peace, has been our independence and our safety.

### Advertising Manager Becomes Bank Officer

Among the appointments to the newly established title of second vice-president, recently announced by the National Bank of Commerce in New York, is that of James I. Clarke, promoted from manager of the bank's service department. Mr. Clarke was formerly a newspaper man and since early in 1917 has been advertising manager of the bank.

### L. E. Firth Succeeds Stanford Briggs

L. E. Firth has been made production manager of The H. K. McCann Co., New York, succeeding Stanford Briggs. E. B. Schnelldeck has been made art director, and H. J. Clark has been made chief of the copy department of that agency. Mr. Schnelldeck succeeds W. D. Geddes.

### E. A. Shields, of New York "World," Is Dead

Edgar A. Shields, manager of the advertising checking department of the New York *World*, died last week. Mr. Shields had been an employee of the *World* for thirty-five years.

### H. P. Sigwalt Made Advertising Manager

The T. L. Smith Company, maker of construction equipment, Milwaukee, Wis., has made H. P. Sigwalt its advertising manager.

### Nelson Agard Combines Publications

*Mother's Magazine* and *Home Life*, published in Chicago, have been combined and hereafter will be published under the name of *Mother's Magazine and Home Life*, effective with the March issue. Nelson Agard will continue as president and treasurer, Paul E. Watson, vice-president and general manager and Roy V. Rice, secretary. Paul R. Smith will be advertising director and John D. Brewer Western advertising manager. Joseph X. Gooris will be Eastern advertising manager, with headquarters in New York.

### Changes Name to Please Customers

The Northwestern Knitting Co., Minneapolis, Minn., has announced that, in recognition of the growing habit on the part of its customers to think and speak of the company, and to address it as "The Munsingwear Company," and for the purpose of more fully protecting its exclusive rights to its trade-mark term, "Munsingwear," the company has changed its name to the Munsingwear Corporation.

### Made Vice-Presidents of Paul Block, Inc.

Charles J. Boyle, of the New York office of Paul Block, Inc., and Arthur F. Thurnau, Western manager for that organization, have been elected vice-presidents of Mr. Block's company. Each of these men has been associated with Mr. Block for over ten years. Herman G. Halsted continues as a vice-president of Paul Block's organization.

### Publishers of "Market News" Incorporate

The publishers of *Market News*, New York, have incorporated under the name of Market News, Inc., with the following officers: P. H. Meyer, president; W. H. Thomas, vice-president and general manager; L. L. Finkel, secretary and assistant manager; and M. E. Burton, treasurer.

### Advertising for Marsh Motor Car Company

The Marsh Motor Car Company has placed its advertising account with the Fidelity Advertising Agency, of Cleveland. Mediums used in the forthcoming campaign will include a list of daily newspapers, automobile trade publications and general periodicals.

Thomas J. Moore has resigned as advertising manager of the Rudolph Wurlitzer Company, Cincinnati, O. He plans to establish an advertising agency in that city.

*"Like masses of ore ready to be separated into precious ingots on one side and slag heaps on the other—are innumerable records—in papers, magazines, family traditions—from which will come to be defined the Laws that regulate Psychic affairs."*

## TRUE GHOST STORIES

*By*

SIR ARTHUR  
CONAN DOYLE

*In*

*Hearst's for January*

*At least half of Hearst's Magazine is devoted to articles of distinctly serious purpose. More than 85% of its readers buy it at newsstands—voluntarily.*

*Have you read a copy lately?*

# Fuller's

ADVERTISING

Besides **GLIDDEN** the clients  
of Fuller & Smith are:

Aluminum Manufactures, Inc.  
The American Multigraph Sales  
Company  
The Austin Company  
The Beaver Board Companies  
The Beaver Manufacturing Co.  
The Bourne-Fuller Company  
Burroughs Adding Machine Co.  
The Cleveland & Buffalo Transit  
Company  
The Cleveland Osborn Mfg. Co.  
The Cleveland Provision Co.  
The Craig Tractor Company  
Denby Motor Truck Company  
Field, Richards & Company  
Ivanhoe-Regent Works of  
General Electric Company

National Lamp Works of  
General Electric Company  
R. D. Nuttall Company  
The Outlook Company  
The Peck, Stow & Wilcox Co.  
Pittsburgh Gage & Supply Co.  
H. H. Robertson Company  
Hotels Statler Company, Inc.  
J. Stevens Arms Company  
The Timken-Detroit Axle Co.  
The Timken Roller Bearing Co.  
University School  
The Upson Nut Company  
The Westcott Motor Car Co.  
Westinghouse Electric & Manu-  
facturing Co.  
Willard Storage Battery Co.



# Smith

CLEVELAND



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company  
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ilcox Co.  
upply Co.  
npany  
ny, Inc.  
pany  
Axle Co.  
earing Co.  
pany  
Car Co.  
& Man  
y Co.

THE NEW YORK PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
125 WEST 4TH STREET  
NEW YORK, N. Y.

# Cleveland, the Center of the Iron and Steel World

With Cleveland as a center, strike a circle with 350-mile radius. In that circle will be included 95% of all the steel-producing plants of the United States and Canada.

It is safe to estimate that over 80% of all the steel-using industries of the United States and Canada are within this same circle, with special concentration within a 100-mile circle, which includes Detroit, Pittsburgh and most of industrial Ohio.

## THE IRON TRADE REVIEW

is strategically located with reference to the very latest market information, and our own printing facilities enable us to place the complete paper in the mail only three hours after the last linotype slug of the last market page is cast. It is thus the *first* iron and steel weekly to reach the desks of a great majority of America's producers as well as consumers of iron, steel and kindred lines.

This timeliness week by week, makes it an especially valuable advertising medium through which to reach the buyers of millions of dollars' worth of equipment and supplies in the heart of Industrial America.

### THE PENTON PUBLISHING COMPANY

Penton Building, Cleveland

New York: 220 Broadway

Chicago: Peoples Gas Bldg.

Pittsburgh: Oliver Bldg.

Washington: Metzgerott Bldg.

Boston: 426 Old South Bldg.

London, England: Dorland House, 16 Regent Street, S. W. 1.

*The Foundry Power Boating The Marine Review*  
*The Daily Iron Trade and Metal Market Report*  
*The Iron Trade Review*

Members Audit Bureau of Circulations—Associated Business Papers, Inc.

# Putting Action into Advertising Illustration

Little Tricks of the Trade Engaged in by Art Managers When They Want the Artist to Register "Animation"

By a Commercial Art Manager

FOR a week my poster-artist friend had been at work in the department on an important twenty-four sheet for storage batteries.

To the right stood an immense battery box, intentionally enlarged and from it a racing car leaped, inspired to do so by the hot ignition spark, the soul of speed, running unseen through little wires.

The color scheme was good, the composition O.K., and the onrushing car at least a foot from the ground in front. But as he said himself, ruefully, "still it lacks action; it's merely suspended in air!"

"Why not put in speed lines in white and blue?" I suggested.

"Oh, that's a cheap trick," he came back, reproachfully. "I want to make a real poster. It goes against the grain to descend to all that side-show stuff. Did you ever see Nature leave a trail of white brush marks, when she is hitting on all twelve?"

"After a fashion," I answered.

He shook his head.

"Nothing like it. Only commercial artists who are entirely too commercial stoop to a subterfuge of that kind."

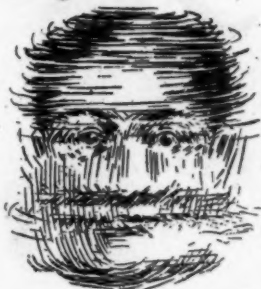
"Look at these photographs of racing cars, snapped at Ormond Beach," I insisted, "absolutely no detail of car body, mechanism, spokes of wheels; all you see is a somewhat distorted blue, with the lines spun out like molasses taffy, in one general direction. The camera, in an attempt to register a swiftly moving body, secures little more than a fantastic impression of the original, spun out, interpreted in masses of half-transparent lines. You'll never get action in your poster if you do not resort to a somewhat similar expedient."

"I know what you mean," the artist said, "finish the job and then dab it over with speed lines. That's an ancient trick."

"And the only one," I added.

He was finally persuaded to try it—for the client would not approve the poster. With a dry brush and thick white paint, he "dragged" hazy, shadowy lines

## Dizzy?



NO DOUBT HERE THAT THE ILLUSTRATION ANSWERS THE QUESTION AFFIRMATIVELY

from the wheels, terminating them several feet to the rear of the automobile. And in a moment the car began to move. It was in action—going lickety-split!

And the artist called it a "cheap subterfuge."

We won't argue that point, but if you want speed in a moving body you must take liberties with actual truth.

Our department had a little problem in action a while ago.

A magazine illustration pictured a scene along a quiet little village street. Many automobiles were drawn up to the curb facing outward, as is the regulation in certain territories.



One of these cars, the machine in the foreground, was supposed to be jumping out of line and getting away in advance of the others. But action we did not have when the design was considered finished.

The mere fact that there was someone at the wheel, and that this one machine was nosed out further than its companions was not sufficient to give us our idea of visualized get-away.



THE ARTIST HERE SHOWS SPIRITED ACTION  
IN EVERY LINE

Here is what we finally hit upon: a puff of white steamy exhaust was billowed up at the rear of the car.

Immediately the heavy body leaped forward into the road. The effect upon the eye and mind was instantaneous. One felt that there was power and that the automobile was being pushed out of the line.

Literally, we had no right to do this.

When there's too much oil in a car, when a car has been standing, without motor turned off, there may be a sudden flurry of

dirty mist from the exhaust. It isn't a pretty sight. But people know that it happens and it only happens when there is something doing under the hood—the car is “in action.”

Advertising art is divided pretty generally into two classes, the passive and the active.

It has been my experience that the animated illustration attracts the most attention.

Speed is an attention-compeller.

The eye is quite naturally drawn to things that move. Witness this, in the case of animated window trims. The immense popularity of the motion picture can be attributed in no small measure to the constant flow of action; there is motion every minute. Shrewd directors of these pictures, not content with action in the figures that are telling the story, always seek additional movement in backgrounds, such as a running stream, masses of foliage, softly stirring (not infrequently made to do so by large electric fans of airplane propellers, rigged up for the purpose), animals, birds, smoke or rolling clouds.

Place a set of twelve pictures, side by side, all the same size and in the same medium, and if one happens to have more natural animation than the others, it is quite likely to attract the eye first.

But as in motion pictures or stage productions, or photographs, action often requires elaboration. Exaggeration may be necessary. Things as they are, are not always pretty, or moving or inspirational.

The advertising picture, where possible, should thrill with action.

Half-way, half-hearted action is like a sluggish motor or a battery that is growing weak. It will not provide a vigorous “spark” in the mind of the prospect.

When pictures of great factory areas are presented, the magnitude of the display and its inherent character, would seem to preclude the possibility of much action. In our shop, we never want to see a plant that looks as if it might have closed down.

We can take a very passive photograph of a great manufacturing

# PURPOSE

**SUCCESSFUL FARMING**  
is built to render practical service to real farm **FAMILIES** in the great food producing heart of our country

*Editorial Department*



## SUCCESSFUL FARMING

E.T. MEREDITH, Publisher  
DES MOINES, IOWA

industry and by tricks of our trade, give it an atmosphere of "something doing."

From every smoke stack or steam pipe we blow in trails of smoke and steam, rolling skyward or puffing out from dark corners. Cloud effects are deliberately painted in on the original—clouds that might be driven by a violent wind storm.

Every roadway is retouched to introduce moving trucks, pleasure cars, motors with trailers, trolley cars, pedestrians in goodly number, and if there is a shipping shed anywhere near, then freight trains, backing in, coming out, taking on merchandise, etc.

It is rarely true that when the picture of the plant comes to an art department, it possesses these elements of action.

Almost any type of landscape, group of buildings or panoramic view, can be given action by cloud effects and stars, sun or moon. If you want prosperity to loom large in an illustration, have the rim of the sun appear on the horizon and then shoot brilliant rays up through fleecy clouds from it. The entire scene suddenly becomes animated, filled with life, radiant.

We have mentioned securing speed in motor cars by blurring wheels, and introducing speed lines. The figures in the machine can be made to act as action accessories. The veil on an automobile hat, trailing out behind and purposely lengthening on the breeze, caps off, with hair ruffled and blowing back, or a cape thrown up across a seat, are all little incidentals that give an impression of movement. One of the most successful tricks is to show a dog running alongside as fast as its legs will carry it, or scattering chickens, running out of harm's way.

In our department where the product and the copy idea permit, we deliberately seek compositions in which there is an unusual amount of vigorous action.

Running water invariably provides action.

Not long ago we produced a street car card, in which was fea-

tured the drain board and sink of an average kitchen. The package of washing powder, together with sparkling dishes, was a part of the layout. But it was not until we turned on the hot water spigot and drew in a cloud of steam, that the picture began to invite the eye to any serious consideration. Before, it was a lifeless composition.

Action is all important in advertising.

And while my poster-artist friend is opposed to frank exaggeration, I believe we shall win him around to our way of thinking. Some things, some qualities, must be told in cartoon or allegory. If you want to express speed, you must show speed in any way you can and by the use of any art trick. The objective is worth it.

### Jacksonville Joins Ranks of City Advertisers

The city of Jacksonville, Fla., has begun an advertising campaign in newspapers of more than a score of large cities of the North and West. The schedule also includes several weekly and monthly publications of general circulation, farm papers and class journals. There are six advertisements in the series. The monthly publications will each run two and the weeklies and dailies from four to six. The campaign is under the direction of the advertising committee of the city council. The copy is directed to homeseekers, investors, manufacturers and tourists and equally emphasizes the advantages of the surrounding country for farming and livestock raising.

A booklet entitled, "Jacksonville Aziz," has been prepared for distribution to those who answer the advertisements.

### R. B. Woolley Joins Logan Agency

Roi B. Woolley, who has been director of publicity of the Society for Electrical Development, Inc., for the past two years, is now with Thos. F. Logan, Inc., advertising agency, New York.

### T. K. Fishel Leaves Fishel-Nessler Co.

T. K. Fishel has resigned as sales and advertising manager of the Fishel-Nessler Company, New York, manufacturer of sterling silver and metal goods. Mr. Fishel was with that organization for eleven years.

Fi

NEW  
Room 262,  
Teleph

# Five Thousand Chicago Grocers

read it every month. Fifty-two national food advertisers print their advertisements and news sales talks in it.

Its name is The Chicago Retailer. It is published by the Merchandising Department of the Herald and Examiner to promote better and *more profitable* cooperation between the manufacturer and the retail grocer.

That, in epitome, is the story of an important cog in one of the most effective merchandising machines in existence.

Ask us how this machine operates; how the Retailer's monthly \$250 cash prize contest helps the manufacturer; and what Herald and Examiner advertisers say about the merchandising system of which it is a part.

If your name is not already on the Retailer's mailing list, your request will put it there.

*John P. Dickson*  
General Manager

**CHICAGO**  
**HERALD EXAMINER**  
**AND**

*The Gateway to the Chicago Market*

NEW YORK OFFICE:  
Room 802, the Astor Trust Bldg.  
Telephone Vanderbilt 1739

DETROIT OFFICE:  
Krege Building  
Telephone Cherry 6416

# L better paper better printing.

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers

## Sticks Out like a Sore Thumb



**A**N inelegant comparison, maybe, but when a man is getting out a catalog or booklet which is to show a picture of the goods he makes, he is best pleased with his illustrations when they stick out conspicuously.

Effective printing which makes the reader see a thing as it is and makes him conscious of the personality of the goods, rather than of the picture itself, is largely a matter of the right printing paper plus printing brains.

Better paper means better printing. Better print-

ing means better seeing, and in the case of commercial printing, better seeing means better selling. The object of the close and accurate standardization of the Warren Standard Printing Papers is to enable the printer and the merchant who buys printing to produce printing results that will be satisfactory to the eye of the beholder.

Good printing is always valuable. Poor printing is always inexcusable, because it is ugly and because it is wasteful. That which fails to please seldom convinces.

*Your printer can show you specimens of printing on Warren Standard Printing Papers.*



## Printing Papers



## Type, Die or Litho Stone

IF THE paper is poorly chosen all the skill of the printer, the engraver or the lithographer will not avail to make a satisfactory letter-head. But type, die and lithographic stone find the medium for their most effective work in

## Worthmore Bond

*A Whitaker Standard*

The scientific blending of high-value materials insures the strength, the formation and the flat lying qualities, the absence of which renders so many so-called bond papers *worthless*.

*Send for samples in white and colors.*

### THE WHITAKER PAPER COMPANY

CINCINNATI, OHIO

BALTIMORE  
RICHMOND, VA.

DETROIT  
BOSTON

ATLANTA  
NEW YORK

BIRMINGHAM  
COLUMBUS, O.

Denver... Peters Paper Co. Division  
Chicago... Thoms Bros. Co. Division

Dayton, O. . . Keogh & Rike Division  
Pittsburgh . . Hartje-West Penn. Div.

Indianapolis . . . Indiana Paper Co. Division





# Advertising the Sales Force to the Prospect

H. W. Johns-Manville Company Adopts an Interesting Slant on Institutional Advertising

IN the old days the salesman had a double task. He not only had to sell his goods, but to sell his house. He had not only to convince the prospect of the merits of his line, but of the integrity of the institution he represented.

The modern business organization endeavors to relieve the salesman of this part of his job. It seeks to introduce the house to the salesman before the latter makes his call. It prepares the way for the salesman by institutional advertising.

Institutional advertising, as a rule, is designed to represent a concern as a whole. On the other hand, there is no reason why it should not represent any one part or phase of the organization. It is the latter plan which the H. W. Johns-Manville Company, manufacturer of and dealer in asbestos and allied products, has adopted in an interesting series of advertisements running in consumer publications. The Johns-Manville company considers its salesmen a very important and essential part of its organization. Therefore, it sees no reason why it should not advertise them in the same way that it advertises its products. One advertisement in this series recently carried as its headline the legend: "Overalls on Salesmen." Another had as its title: "Selling, Serving, Saving." A more recent one carries as its headline, in a full page in the general magazines, the headline: "Tools from a Waste-Killer's Kit." The copy reads:

"Since a workman is known by his tools, the partial contents of a Johns-Manville salesman's kit will give some indication of the kind of a man that carries it.

"Johns-Manville men are more than salesmen—they might be called 'Waste-Killers'—because before they sell anything, they show how to save something—power,

heat, energy lost through friction, or property from fire loss. So they must know industry and engineering and the relations of these to the products they handle.

"Whether it be a recommendation of a particular packing for a certain pump—calculating proper thickness and kind of heat insulation to reduce heat loss in pipe lines—or again in handling a roofing problem—or specifying electrical protection—the Johns-Manville salesman must serve before he sells.

"More than five hundred of our salesmen are welcome visitors, so customers tell us, to the industries of America. Not surprising either when you realize that in all departments of industry, conservation is alike the key-note to progress and the slogan of these Johns-Manville Waste-Killers—a title which they have earned by consistent service over two decades."

In a panel at the side is a list of the articles carried in each salesman's bag.

It is to be seen that this series of advertisements is designed to introduce the Johns-Manville salesman to the prospect as a practical man—a man who knows his line—a man who is thoroughly informed on all the products which his house deals in, and in whose use he is thoroughly trained. In short, the salesman is introduced not so much as a man coming in to sell goods as to be of service. These advertisements of salesmen are tied together by the slogan that runs with all copy: "Johns-Manville Serves in Conservation."

Needless to say, this advertising is of enormous value to the salesman. It saves money and energy, and, above all, time. When he calls on a new prospect, he has to waste no words introducing himself, his line, or his house; he finds that he is already known.

Compare with this the day when many a salesman was forced to make many calls, pay much railroad fare, run up many hotel bills, and waste much valuable time sitting in a prospect's office, until he had built up an atmosphere of good feeling under which he might do business. Against this, when good institutional advertising has prepared the way for him, he enters an office already filled with expectancy and cordiality. He encounters a buyer who has not set his muscles and mind for a hostile encounter, in which something may be "put over on him," but a man who is in a receptive mood because of the aid and counsel he can get from a technical expert, who is merely incidentally a salesman. The salesman, therefore, wastes no time sparring for an opening, but merely has to present his line, state his prices, terms, deliveries, etc., and then unhurriedly wend his way to the next customer. And as he proceeds he walks on a path paved by national advertising.

### Barcelona Exhibition Pays Attention to Advertising

Advertising will be given special attention at the International Business Exhibition, which will be held in Barcelona, Spain, from April 2 to 12.

The exhibition will be divided into four groups, as follows:

(1) Steel and wooden office furniture, interior decorations of offices, office fittings, writing requisites, paper, card indexes and maps. (2) Typewriters, duplicators, calculators, dictaphones, presses, telephones and mechanical clocks. (3) Account books, auxiliary books, loose-leaf books, commercial, industrial and banking publications and advertisements. (4) Industrial and commercial advertisements, posters, specimen advertisements, luminous signs, transparencies and articles for propaganda.

Particulars can be obtained from the provisional offices of the exhibition, calle Aribau, 21, pral, Barcelona.

### J. S. Reilly With "Saturday Evening Post"

John S. Reilly, formerly with the advertising department of the *Electric Railway Journal*, published by the McGraw-Hill Co., Incorporated, New York, is now a member of the advertising department at New York of *The Saturday Evening Post*.

### Southern Bankers Co-operate in Advertising to Farmer

Forty Southern bankers have undertaken a co-operative advertising campaign. The banks, located in the States of Virginia, North Carolina, South Carolina, and Georgia, have turned to farm paper advertising in order to show the Southern farmers the value of the banking service they offer.

A series of twelve advertisements, each advertisement a page in space, has been run. The arguments which these banks are setting forth before the prosperous Southern farmers are well summed up in one of the first advertisements of the series headed: "Banks are Servants," which reads:

"Banks are servants of the people—servants of countrymen as well as townsmen.

"Without banks, buyers would not be able to promptly pay you for your cotton or tobacco. Without banks, you couldn't get 'change' easily when you go to town. Without banks, you couldn't deal with commission merchants in distant cities. Without banks, thieves would run riot and money kept in the home would be in constant danger of being stolen!

"Yes, when you stop to think of it, banks are servants of the people—oil the wheels of commerce, making easier business transactions, making personal savings more secure.

"They are promoters of good business methods, thrift, and accurate bookkeeping.

"The bank in your town is your servant!"

### Bureau to Protect Home Builders

A threefold combination of a bureau of the Cleveland Chamber of Commerce, some local banks and building and loan associations has been made whereby the Cleveland home builder will be assured that the home he has purchased is "up to specifications." The Bureau which has been established for this purpose, composed of architects, engineers and construction experts, will pass upon all the plans for all homes and apartments, determining whether they are suitable in design and floor plan, in quality of material, in permanence of value and in neighborhood. This helps determine the amount to be loaned upon the buildings and acts as a guarantee to the mortgagee. If the plan proves successful it may be extended to office and factory buildings, and thus put a check on expensive building costs brought about by the superabundance of middlemen in building operations.

The strides which Cleveland made last year in building operations amply justifies such a move. Up to November, Cleveland's building operations exceeded \$38,000,000, as against \$16,000,000 in 1918.—*Business Progress Bulletin of the Alexander Hamilton Institute.*

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1920

looms big for  
Everybody's. In  
advertising lines

January  
Doubles  
last year's record

*Everybody's*  
Magazine

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### D. H. Evans in Lubricating Advertising

The Detroit Lubricator Company, Detroit, has appointed D. H. Evans its advertising manager. Mr. Evans formerly served the United States Tire Company, New York, as sales promotion manager in the Philadelphia district, later going into advertising agency work with the Power, Alexander & Jenkins Co., Inc., Detroit, as a member of its copy department. Trade paper campaigns are contemplated by the Detroit Lubricator Company.

### Torbenson Axle Account With MacManus

Theodore F. MacManus, Inc., advertising agency, Detroit, has obtained the advertising accounts of the Torbenson Axle Company, Cleveland; Briscoe Devices Company, Pontiac, Mich., and Leith & Young, tailors, Detroit. This agency has recently obtained the services of C. S. Symington, formerly connected with the C. S. von Poettgen advertising agency, Detroit.

### W. E. Thwing Succeeds F. M. Herbert

W. E. Thwing, recently a member of the advertising department of the Funk & Wagnalls Company, New York, has been made advertising manager of the Ronald Press Company, New York, succeeding F. M. Herbert, now manager of the direct-mail division, circulation department, Crowell Publishing Company, New York.

### Robert Hoyme Forms New York Agency

Robert Hoyme, formerly sales manager of the Auto-Car Company, Ardmore, Pa., has established the Robert Hoyme, Incorporated, Advertising Agency, at New York. Mr. Hoyme was recently discharged from Government service after being with the army in France during a period of two years.

### H. O. Clayberger With Sherman & Bryan

Harry O. Clayberger has been made a member of the space-buying department of Sherman & Bryan, Incorporated, advertising agency, New York. Mr. Clayberger was formerly with Calkins & Holden, Incorporated, New York.

### J. C. Reynolds and Albert Swensky Advanced

J. C. Reynolds, who has been advertising manager of the Dallas, Texas, *Times-Herald*, has been made director of advertising of that newspaper. Albert Swensky succeeds Mr. Reynolds as advertising manager.

### Stanford Briggs Forms Art Organization

The Stanford Briggs, Inc., advertising art organization was established at New York on January 12 by Stanford Briggs, president; William Douglas Geddes, vice-president; Gilbert Tompkins, treasurer.

Mr. Briggs was with the H. K. McCann Co., advertising agency, New York, for a period of seven years. Until 1918 he was director of the art department, after that he became production manager, having charge of the art, copy and mechanical departments of the agency. He was a member of the board of directors of the McCann organization.

### "Fire and Water Engineering" Has St. Louis Office

Chas. S. Weiss, formerly assistant advertising manager of The Fulton Motor Truck Company, Farmingdale, New York, is now a contact and service manager of *Fire and Water Engineering*, New York. The publication has recently established an office in St. Louis under the management of Oliver L. Marcks.

### Patterson Will Conduct Amberg Campaign

The W. A. Patterson Co., Inc., advertising agency, New York, has obtained the advertising account of the Amberg File & Index Company, New York. An advertising campaign, in which newspapers will be employed in the cities where the Amberg organization has branches, has been undertaken.

### "Shoe Artisans" Not "Shoe Workers" Wanted

In order to instill the element of personal pride in each and every one of its workmen, P. Sullivan & Co., shoe manufacturers, Cincinnati, O., have ceased to advertise for shoe-workers or shoemakers, and are now using the words "Shoe Artisans" in their want ads.

### Providence "Journal" Has Retailers' Bulletin

The advertising department of the Providence, R. I., *Journal* has entered the publishing field, and now issues the "Trade-Aid Bulletin," monthly, to retailers. This new house-organ first appeared in December.

### Miss Ball With McAdam Agency

Miss Jennie Ball, recently a member of the advertising department of the Sterling Remedy Company, Wheeling, W. Va., is now a member of the copy staff of the McAdam Advertising Service, Wheeling, W. Va.

I AM pleased to announce the election of Charles J. Boyle of my New York Office, and Arthur F. Thurnau, Manager of my Chicago Office, as Vice-Presidents of my organization. Both Mr. Boyle and Mr. Thurnau have been associated with me for over ten years.

Herman G. Halsted has been for some years (and, of course, continues) a Vice-President of our company.

I am also pleased to announce the addition of Mr. F. L. Weare to our organization. Mr. Weare has represented publications for a great many years, and has had experience such as should be valuable in his new connection.

Our staff now includes the following men:

HERMAN G. HALSTED	N. FREDERICK FOOTE
CHARLES J. BOYLE	F. L. WEARE
ARTHUR F. THURNAU	JOHN M. HERTEL
CORNELIUS A. REGAN	F. C. MERRILL
RICHARD R. MAMLOK	GILBERT FALK
D. PEYTON BEVANS	OWEN H. FLEMING
S. L. SCHMID	HARRY W. BROWN
FRED C. COLEMAN	WILLIAM M. MESSITER
HERBERT L. HASKELL	WILLIAM E. SEIP, JR.
STACEY BENDER	PAUL FRANK
MAX BLOCK	CHARLES R. SANDERSON
HERBERT W. MOLONEY	JESSE BLOCK
JOHN KELLY	

*Wm. B. B. B.*

New York  
Boston

Detroit  
Chicago



Alliance  
 Ashland  
 Ashabul  
 Athens  
 Bellefont  
 Bellevue  
 Bowling  
 Bucyrus  
 Cambridge  
 Collins S  
 Chillicothe  
 Cincinnati  
 Columbus  
 Delaware  
 East Liv  
 East Pa  
 Elletts C  
 Findlay  
 Fortoria  
 Fremont

# Twenty Years After

For a period of over 20 years the papers in our List—being 57 in number and representing EVERY daily in our field—have been growing and expanding with the State of Ohio.

In a 20-year Endurance Test THESE alone have survived. Our progress is marked by milestones—not tombstones.

For the advertiser, or agent, who is more interested in studying Milestones of Progress than the Tombstones of Antiquity we have a big little booklet on Ohio Opportunities.

## ROBERT E. WARD

*Director of Advertising*

5 South Wabash Avenue, Chicago

225 Fifth Avenue, New York

### The Select List of OHIO Daily Newspapers

Alliance Review and Leader	Greenville Advocate	Piqua Call
Ashland Times-Gazette	Hamilton Journal	Pomeroy News
Ashtabula Star and Beacon	Kenton News-Republican	Portsmouth Times
Atlas Messenger	Lancaster Gazette	Salem News
Balsam Lake Index-Republican	Lima News	Sandusky Register
Bellview Gazette	Lima Times-Democrat	Staubenville Herald-Star
Bowling Green Sentinel-Tribune	Lorain Times-Herald	Tiffin Tribune and Herald
Bayern Telegraph	Mansfield News	Troy News
Cambridge Jeffersonian	Marietta Journal	Uhrichsville Chronicle
Cadmus Standard	Marion Star	Upper Sandusky Union
Chillicothe Gazette	Martin's Ferry Times	Urbana Democrat & Citizen
Cincinnati Tribune and Times-Age	Marysville Tribune	Van Wert Times
Delaware Gazette	Middletown News-Signal	Warren Chronicle
East Liverpool Review & Leader	Mt. Vernon Republican-News	Wilmington News
East Palestine Leader	New Philadelphia Times	Wooster Republican
Extra Chronicle-Telegram	Newark Advocate	Xenia Gazette & Republican
Findlay Republican	Niles News	Zanesville Signal and
Hastoria Times	Norwalk Reflector-Herald	Zanesville Times-Recorder
Hiram News		





### LOUIS FANCHER

Mr. Fancher, one of the foremost poster artists and illustrators, has been appointed a Vice President of this organization.

For years he has been interested in the development of all that is best in commercial art, and the experience gained from his labors in this cause, give him a position of authority in the field of art that is advertising.

The services of Mr. Fancher will be at all times available for the accounts of our clients. His appointment is in strict accordance with our invariable practice of having as our counsellors only those men who can view a customer's problems from the combined standpoint of practical artist and advisor.



**LOUIS C. PEDLAR, Inc.**

*Counsellors in Art*

*95 Madison Ave., New York City*

# Federal Trade Commission May Say "Do" Instead of "Don't"

Investigation of the Activities of the California Raisin Growers' Association Will Probably Result in a Drastic Change in the Commission's Decisions

By C. H. Claudy

SINCE the ancient doctrine of  *caveat emptor*  passed from law books, the universal trend has been in the direction of a greater and greater restriction of business methods which tend toward an exploitation of the public. The public interest in all sorts of business has gradually become of increasing importance, both in the eyes of the public itself, and in the eyes of Government. Anti-trust laws, anti-strike provisions in legislation effecting common carriers, now before Congress, laws governing the responsibility both of capital combinations, seen in corporate legislation, and labor unions, are cases in point. So is the Federal Trade Commission charged, among other things, with the duty of calling to account those businesses which compete unfairly with others in the same line.

Probably no department of the Government comes in more intimate touch with private business than the Trade Commission and certainly neither the Income Tax Collector nor the Interstate Commerce Commission has been more often or more thoroughly damned by business interests. Yet the Federal Trade Commission is at present upon the eve of taking a step which for far seeing constructiveness and business helpfulness marks a new milestone in Government "interference" between buyer, seller and consumer.

The case in point is the recent hearings of the California Raisin Growers' Association before the Commission, when an awe-inspiring array of legal talent representing the Association, the wholesale grocers and the raisin packers met to discuss the alleged sins of the Association and its right to continue to function.

While the action of the Federal Trade Commission in the case is not yet taken, and its decision or decisions cannot be anticipated here, it may be said that the Commission as a whole believes that there is a line between combination in restraint of trade, and combination—even combination apparently destructive of competition—which is not only not in restraint of trade but actually beneficial to all three parties, buyer, seller and public. This point of view has, perhaps, been crystallized by this particular case which is in some ways unique.

The raisin growers, with land and plants centring around Fresno, California, are not, as they might seem, a merely local industry. Raisins are grown, commercially, in but two localities in the world. One is in Greece, the other in this small district in California. Anything, then, that the California raisin men do or may not do, affects the raisin trade of the entire Western hemisphere.

## CLOSE UNION NEEDED FOR ASSOCIATION'S SUCCESS

For a long time the raisin growers in California struggled along, each man for himself, doing the best he could but making by no means a distinguished success. Along came Wiley Giffen, with vision enough to see that cohesion of profits was the cement of mutual interest and that hundreds of small farmers all producing the same thing in the same locality were needlessly duplicating effort, increasing overhead and decreasing prices by their mutual competition. And they were all fighting against the odd sentiment which made the raisin a necessary fruit at Thanksgiving, Christmas,

and New Year's, and a practical drug on the market at other times.

Through Mr. Giffen's efforts, the California Raisin Growers' Association was formed, and made into a stock corporation, in which any one could be interested who chose to buy stock. By the united efforts of the business men of Fresno, and a genuine enthusiasm for what was evidently a solution of the difficulties of the raisin growers, over ninety per cent of the raisin land owners were interested in the association under long term contracts, which—and here is one odd angle of the thing—were tied up with the land so that sale of the land meant sale of the contract also. In other words, competitors could not buy raisin land and take from the association contracts to deliver raisins to the association. It was obviously necessary if the association was to be anything more than a mere gathering of people mutually interested in the same thing, if, in other words, it was to function, and not merely exist, that there must be some highly concentrated and centralized control. Hence a voting trust, with power to make contracts with its members, was an outgrowth of its activities and this curious "contract-goes-with-the-land" idea was one of its inventions.

Next came the solution of the big problem of surplus supply. Forthwith Mr. Giffen had the association father an advertising campaign which makes the mouth water. Raisins, we discover, are not only nutritious articles of diet but absolutely essential ingredients for cakes and bread and deserts and cereals and half a dozen other foods as well. Pictorial representations of raisin foods have been flung broadcast over the United States with the natural result—we began to buy raisins not only in holiday time but at all times. "Sun Maid" raisins became a national food.

Meanwhile the packers who had been buying raisins at their pleasure and pretty much at their own price, set up a howl about the association. And when last August

the association raised the price of raisins an amount alarming to the wholesale grocers, the whole matter was brought to the Federal Trade Commission for an airing by the Department of Justice which (whisper this) evidently thought there was no use for it to play Solomon and get its fingers burned when there was a Federal Trade Commission, the business of which it was to pull just such chestnuts out of the fire.

The Federal Trade Commission, however, has done the unexpected thing. The country has been led to expect from the Commission a succession of "don'ts." John Smith finds Jim Brown competing with him in a way he thinks is unfair. He complains. The Federal Trade Commission, if it thinks John Smith is right, tells Jim Brown to behave, and gives him forty days to prove that he hasn't been misbehaving, after which, if he can't show that he's been a good boy, it tells him he has to stop. Usually he stops right away; he's more or less afraid of the Federal Trade Commission, and realizes that Uncle Sam is a bad man to peeve merely to make a little extra profit in a way at variance with the law. It was the hope of the interests which alleged that the California Raisin Growers were bad boys from the standpoint of unfair competition that they would be told to behave or dissolve or be otherwise law-handled by the Federal Trade Commission.

#### PRECEDENT IMPORTANT

But the Commission consulted the law which makes it exist and turned to paragraph 3 of section 6:

"Upon the application of the Attorney General, to investigate and make recommendations for the readjustment of the business of any corporation alleged to be violating the anti-trust acts in order that the corporation may thereafter maintain its organization, management and conduct of business in accordance with law."

The Federal Trade Commission feels that it may construe the paragraph to the effect that it may say "do" as well as "don't." There

# How much ham?



If you were selling ham, which family would you prefer to cut for—the family of two or three or the family of *5-plus* members, the Y C family?

—or if you were selling any staple supply—but you see the point.

**Youth's Companion Families  
average 5-plus members**

**THE YOUTH'S COMPANION, *For All the Family***  
† **BOSTON, MASSACHUSETTS**

*New York Office:* 1701 Flatiron Building

*Chicago Office:* 122 So. Michigan Boulevard

are obviously great advantages not only to the raisin growers but the general public in the association. We get better raisins. We get them of a uniform quality. We are not surfeited with raisins at one time of the year and compelled to be raisinless at another time. The whole Fresno district is the richer, the better, the happier, for the prosperity which has come because of the association. There is no other district in the United States with which the Fresno district can compete. Competition in raisins can only be between adjacent raisin growers. Competition in the raisin industry, then, may be simply a case of dog eat dog. An association which benefits its members and the public as well, is not to be lightly held illegal simply because some other interests find it interferes with their ideals of making profits out of raisins.

Here is the place where the "line between" the combination in restraint of trade and the combination which is beneficial to both public and the trade is to be found. The Federal Trade Commission, which has listened to a complete exposé of the whole subject from all possible angles, is trying to devise a way by which the association may continue to exercise its beneficial activities, without running counter to the law and the sentiment behind the law. It is trying, in other words, to find a constructive, not an iconoclastic, way out of the difficulty. It is attempting to discover a means by which it may show the association how to run within the law, while still obeying the law—to permit it to aid grower and general public without injuring any one or running counter to the statutes made and provided in such cases.

If the Commission succeeds in this it will have set a precedent which may have the most far-reaching of effects. For if it may and does successfully advise one industry how to "maintain its organization, management and conduct of business in accordance with law," it is obvious that it may do so for other industries.

For some time there has been a growing sentiment that perhaps the pendulum has swung far enough, if not too far, in the direction of anti-trust, anti-combination, anti-co-operation between units in any given industry. Industry has felt that there was a line to which it could put its toes, which marked off combination and association which was beneficial, from that which was "in restraint of trade." But that the Federal Trade Commission should see the same line and try to define it seemed too much to hope. Now it is evident that this body is endeavoring to do just that thing. No decision ever made by it—indeed, few decisions affecting business ever made by any Government body—will be watched for with greater interest, than this one, which may, if successful in guiding the raisin growers to the safe haven of legal association and combination, become a precedent in the United States supervision of business with far reaching effects greater even than the Sherman Anti-trust law.

### Farmer Buys Year's Space for Advertising

There is something new in the *Headlights* this week. H. L. Hyatt came down from his home ten miles up the lake and inquired what our rate would be on a certain amount of advertising space by the year. We told him and he said he would take it. He said he always had something to sell or trade, or else wanted something, and he believed that a regular space in the *Headlight* in which he could put anything he pleased at any time would be just the thing to get results. So there you are. We have done a good deal of advertising for farmers in the last twenty years, but this is the first time we ever sold a farmer a year's space.—Big Stone City, S. D., *Headlight*.

### Three Agencies Handle Par-tola Advertising

The advertising accounts of the Par-tola Manufacturing Company, New York, are in the hands of three agencies. All advertising outside of the United States is handled by the Bush Advertising Service, Inc., New York; newspaper advertising is handled by Philip Wolf, Inc., New York, and magazine advertising is in the hands of the Sterling Advertising Service, New York.

# The Detroit News Again First in America

Detroit's spectacular post-war return to prosperity.

The wonderful responsiveness to advertising of the Detroit public.

The wonderfully thorough coverage of Detroit and surrounding territory by one paper—The News.

The consequent wonderful number of advertisers who use only or mainly the News to cover Detroit.

The opportunity to cover a great rich responsive field with only one newspaper.

All these things are exemplified in the achievement of The Detroit News in outstripping all other newspapers of America, and probably of the world, in volume of 1919 paid advertising.

The Detroit News carried 25,661,346 lines of advertising in 1919. Due to limitation in number of pages and conservation of print paper, at least 2,000,000 lines more were rejected or omitted, much of which went to Detroit's second and third best papers because the News space was oversold.

## *The Advertisers' Exceptional Opportunity Detroit and The News*

*Daily and Sunday—Always in the Lead*



The News quotes the above lineage in every confidence that it is again First in America as stated. The recent announcement of 24,562,848 by a Pittsburgh paper which has always been the closest contender with the Detroit News for leadership, was over one million lines behind the News showing for 1919. The News wishes to do no paper an injustice and will cheerfully retract its claim to the lead if any other paper can show greater lineage for 1919. This does not include those papers which add morning, evening and Sunday, aggregating 13 issues per week to obtain their total.

# Canada 100% Oversubscribes the Victory Loan 1919

Canada successfully floated the Victory Loan 1919.

This is Canada's first post-war Loan.

The Canadian Government required money to pay the expenses of demobilization—to extend foreign credits—and to generally “clean up” war expenses.

The Canadian people were asked for \$300,000,000.

They subscribed \$672,000,000.

This Loan was advertised extensively in

**The Daily Newspapers  
of Canada**



(continued)

## This Proves Two Things

1st—Canadians, even after five years of war, have abundance of money.

2nd—If you have anything to sell to the Canadian people, advertise it in the Newspapers they read.

The Daily Newspapers of Canada go to all parts of the country—reach City, Town and country people.

Canada is expanding—growing—conducting an immense import and export and domestic trade—enlarging commercially and industrially.

Canada is rapidly becoming one of the world's greatest markets in which to buy and sell. You can entrench your goods in Canada now—more quickly and economically than ever again.

Ask your Advertising Agency to prepare you an estimate to "cover Canada"—or write direct to

City	Population	Paper	City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo	Toronto, Ont.	547,371	Mail & Empire
St. John, N. B.	52,000	Herald & Mail Standard	Winnipeg, Man.	255,000	Free Press Tribune
Quebec, P. Q.	105,000	Telegraph & Times	Regina, Sask.	30,000	Leader
Montreal, P. Q.	800,000	Le Soleil Telegraph	Saskatoon, Sask.	24,000	Star
Ottawa, Ont.	127,458	Gazette La Patrie	Calgary, Alta.	60,000	Herald
London, Ont.	60,000	La Presse Citizen	Edmonton, Alta.	55,000	Journal
		Journal Dailies	Vancouver, B. C.	170,000	Sun World
		Advertiser Free Press	Victoria, B. C.	40,000	Colonist

Advertising Agents, Toronto, Montreal

# 825,000 Copies

of the February issue of the New York City Telephone Directory will soon be ready to deliver your message to New York City telephone users.

These books will be in circulation three months. They will be consulted 3,500,000 times daily.

*Advertising forms will  
be held open until*

**Saturday  
January 24th, 1920**

Arrange today to join the 1700 advertisers who now get big results through this medium at very low cost.



**NEW YORK TELEPHONE COMPANY**

*Directory Advertising Department*

15 Dey Street, New York Telephone Cortlandt 12000

# Affiliated Aetna Companies Advertise for "Early Settlers"

Novel Scheme to Speed Up Collections in Insurance Business

By Clarence T. Hubbard

THE collecting of money has always been a business puzzle just as the extension of credit has always been somewhat of a commercial conundrum. The average business man will agree that to win an order by salesmanship or advertising and then to lose it by dunning is very poor business yet often it is the business man himself who is partially responsible in his endeavors to build up a volume of business on a written rather than a paid basis. Written business is a good indication of the progress of a company—but *paid business* is a better mark to gauge the prosperity of a company with.

Charles H. Remington, vice-president of the Aetna Life and Affiliated Companies, Hartford, Conn., is a firm believer in paid-for-business. As head of the casualty departments of the Aetna Life Insurance Company he has inaugurated a system for getting business paid for that is not only unique and interesting—but also bearing good general advertising value. It is the Aetna Early Settlers Society.

"Every insurance policy," says Mr. Remington, "has to be sold twice—once to get the application and then again to get the premium. And we believe that the same salesmanship that can get an application can successfully be applied in getting the money. Therefore, we endeavor to help our representatives with their collections just as we assist them in getting the business."

This has been accomplished in two ways. First by educating the agent up to the expectations of the company to report all items paid when due and secondly in providing the agent with both inspirational and practical literature that will enable him to go out

and collect lagging premiums.

This has been done in a very pleasant and successful way for several years through the medium of all sorts of clever get-ups which have featured themselves in the fact they have never given any offense. Over a million dollars a week in premiums are collected by the Affiliated Aetna Companies and only a very small portion of this amount ever finds its way into "Suspense." The money is collected *when due* and *when overdue* without any resort to threat, dunning or legal mention. It is done by cultivating "Early Settlers" through the medium of direct advertising.

On the formation of the Early Settlers Society the plan was announced to all agents and representatives through booklets and letters and the purposes of the society made very clear, also, the fact that only such agents as qualified with an absolute clean-up were eligible for membership.

## STAGE ACCESSORIES

Every agent who qualified for admission into this society was awarded a unique certificate measuring about eighteen by twelve inches and bearing his name properly inscribed. The certificate was printed on yellow parchment paper and illustrated with a border of Early Settler designs, including sketches of Adam and Eve, Christopher Columbus, Daniel Boone, Ponce de Leon seeking the fountain of youth, Sir Walter Raleigh and others. The wording certified that the recipient had "duly qualified by his past collection record as a member of the Aetna Early Settlers Society" and the diploma was then signed by the president of the Aetna companies, Ex-Senator Morgan G. Bulkeley, and

also bore the "grand seal" in imitation of the usual legal appearing seal of red color as seen on most documents. However, the picture on the "grand seal" proved to be in keeping with the words—a seal disporting itself on a cake of ice!

In addition to the certificate each member was given a gold and enamel pin of unique design bearing symbols of the Early Settlers Society and further benefits are now being planned in the way of special stationery and so on. It is believed that aside from a means of stimulation in getting agents to respond with punctual collections the plan has excellent production qualities also. An agent, for example, by exhibiting his "Early Settler" pin, can find a good opportunity for "breaking the ice" in an interview with a prospect while the exhibition of a business card reading "representative of the Aetna Early Settlers Society" might gain an interview much quicker than one reading—"John Jones—Insurance." And as for collections, when the agent finds it necessary to make a personal visit to get his premium, he is far more likely to get a cordial reception if he dwells in a semi-humorous way on the advantages of following the good principles as set by our forefathers—the Early Settlers—than if he entered in the usual conventional manner with a request for payment because the time limit had expired.

#### THE DIRECT CAMPAIGN TO AGENTS

The Early Settlers Society has become a permanent institution with the Affiliated Aetna Companies—made up of the Aetna Life Insurance Company, the Aetna Casualty and Surety Company and the Automobile Insurance Company, of Hartford, Conn.—and its representatives have taken pride in qualifying for membership in the organization. To be an Early Settler, in good form, is the ambition of every Aetna agent and this ambition is constantly kept warm by vice-president Remington who

"gingers" up his force with periodical "pep letters" dwelling on the advantages of punctual collections. Following is a typical letter of this sort which breaks the conventional—not only in text but also in the paper used and the illustration:

December 1, 1919.

Dear Friend Aetna-izer:

When it comes to "Early Settling" some sort of a prize is due Mother Hen. Her methods are certainly worth good study.

To begin with—she settles punctually.

Long before the sun commences to introduce the day at hand, Madame Hen, *regularly and insistently*, starts to advertise her services.

Having then forcefully announced her intentions she produces the commodity from which breakfasts have been made famous—and, notwithstanding advice to the contrary, proceeds to put all her products in one basket.

After this she starts to collect.

If it's a rainy day she collects water damage premiums in the form of fisherman's bait. If it's a nice, dry, warm day and floater premiums are scarce she advertises her desires until other "chicken feed" is forthcoming. Collections and settlements with her are on a punctual basis.

As an aspirant to our "Early Settlers Society" I am sure you will appreciate the object lesson drawn. The value in following a fixed system is found in the recognition that comes when others respond to the process of education.

You can qualify for a 1919 membership by getting all items prior to October first cleaned up by December 29th. Your accomplishment will be rewarded with an exclusive membership in this society which also entitles you to a unique diploma to be mailed January first to all successful entrants.

Are you going to qualify?

Yours for Early Settlements,

C. H. REMINGTON,  
Vice-President.

While such appeals are being sent to the agents, urging them to join the Early Settlers, other pieces of literature are being provided for them to use in enclosing with premium notices to aid in the prompt collection of premiums without personal call.

For example, one of the most helpful stunts was found in a small two-page leaflet measuring about two inches by one and a half. The cover bore a picture of a green oak leaf with these words imprinted in black letters: "Turn Over a New Leaf." Opening up the leaflet, the policyholder saw a picture of a pocket check-

# Omaha's Big Auto Show

## March 1st to 6th Inclusive

The World-Herald will publish its Automobile Show number February 29th, 1920. Copy for this issue should be in the World-Herald office not later than February 25th.

In the introduction and sale of Automobiles—Trucks—Tires—Transportation—in Omaha the center of the "Money Belt" of the middle west

## The Omaha World-Herald

### DAILY AND SUNDAY

with the largest city and total circulation, is first choice with advertisers in each respective line. Demonstrated by the greater volume of lineage carried, of which the following is an example:

#### Automobile, Truck and Tire Advertising Published in 1919

	Agate Lines Display	Agate Lines Classified	Total
World-Herald .....	1,002,582	245,756	1,248,338
Bee .....	687,288	112,448	799,736
Daily News .....	704,676	106,722	811,344

We also call your attention to the WORLD-HERALD SERVICE DEPT. It will render you profitable and serviceable co-operation in connection with your advertising campaign.

## The Omaha World-Herald

O'MARA & ORMSBEE,  
Representatives,  
New York, Chicago.

H. DOORLY,  
Business  
Manager.



We work with you, not merely for you, when it comes to getting your stuff into plates, and on the way to publications. We know things about the game that have proved very useful to the oldest veterans in the business. But our whole value, of course, is built up around the fine sort of work we do.

**Partridge & Anderson Company**  
714 Federal Street  
Chicago

*Electrotypes . Mats . Stereotypes*

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book opened and containing these words: "In Your Checkbook and Draw a Little Premium Money in Our Favor—Please!"

Another stunt was a blotter which had on one side the picture of a preserve jar full of coins and dollar bills. This message was printed beneath: "Premium Preserve. Has a Lasting Flavor. Directions. Lift the Lid and Pack Cash Securely. Sweeten With Kind Words and Add a Touch of Salt. Keep in a Cool Place But Do Not Allow to Stand Over 60 Days. Serve in Large Portions as the Taste is Tempting. Contents Can Be Secured by giving the Policyholder a Jar. None Genuine Without This Signature — Morgan G. Bulkeley, President."

Another idea was in the distribution of small cards on which a stretched rubber band was fastened. Above in large letters these words appeared: "Credit is Like a Rubber Band—Useful Until Stretched Too Far."

Supplementing these get-ups are to be found collection appeals in verse on sticker form; cartoon pasters, humorously suggesting payment; special form letters and other practical yet inoffensive appeals for punctual remittances of money due.

The very subject around which the collection club has been built gives the company a chance to request prompt reports without resorting to the quotation of rules or the introduction of threats. Four days before the first of January the following telegram was sent out to each agent and in every instance brought a favorable reply: "President Bulkeley Rules that Membership in Early Settlers Society Can Only Be Obtained by Qualifying With an Absolute Clean-Up. By-Laws Also Permit Subsequent Items Being Reported. What's Your Answer?"

Their answer was an absolute clean up and another step forward in the promotion of punctual pay. Which proves that collections, as well as orders, can be advertised for.

## Market Developing for Candy in China

A market for American candy, developed during the war, may be firmly established if properly advertised, according to reports recently made to the Department of Commerce at Washington.

"In order, to promote the sale of confectionery at Foochow," Consul George C. Hanson writes, "the use of attractive Chinese posters and advertising in Chinese newspapers is indispensable. Salesmen and local distributors must be appointed to promote sales. Generally speaking, the free distribution of samples is urged so that a demand among the people for the goods may be created. Cigarette companies have adopted this method of creating a demand and there is no reason why the same methods should not create a large demand for candy, especially for such lines as chewing-gum and cough drops."

The demand for foreign confectionery is largely directed toward the cheaper grades, according to Consul-General George E. Anderson, at Hongkong.

The trade in general is reported as tending more and more in the direction of foreign-style candies and in the finer trade the tendency is unquestionably more and more in the direction of America's finest products. Practically all standard American candies are now being sold in the field and are increasingly popular. For packages which are likely to serve the Chinese the ordinary package can be covered with a thin paper on which the name and description of the goods in Chinese characters can be printed with advantage. American labels can well cover their own goods.

## Represents Coal Companies

The S. Hattala Co., an advertising agency, recently established at New York, has obtained, among others, the advertising accounts of the following companies: Penn Mary Coal Company, Morgantown, W. Va.; Knickerbocker Mines, Hooversville, Pa.; Hazel Mines, Canonsburg, Pa.; and Boone County Coal Corporation, Sharpless, W. Va.

S. Hattala, formerly advertising manager of Hungarian daily newspapers at New York, is president of the new agency. The other officers are: L. Hattala, secretary, and E. Sammel, vice-president. A branch office has been established at Huntington, W. Va.

## Joins Staff of Snyder Agency

D. D. Knowles, formerly secretary of Greig & Glover, Inc., Chicago, has joined the staff of the J. A. Snyder Company, of that city. A new account recently secured by this agency is the Midland Cereal Products Company, of Denver, Colo., manufacturer of a new wholewheat breakfast cereal, pancake and buckwheat flours and patent wheat flours.



## Boston Will Have New Newspaper

F. W. Enwright, publisher of the Lynn, Mass., *Telegram-News*, intends to start the publication of the *Telegram* at Boston in the latter part of April or early part of May. Mr. Enwright plans to begin the new paper as a morning newspaper and later to issue an evening edition.

The officers of the company which will publish the new Boston newspaper are: F. W. Enwright, president; Arthur H. Erwin, business manager; and John J. O'Flanigan, managing editor.

## Leonard Corless With Gray Agency

The F. A. Gray Advertising Company, Incorporated, Kansas City, Mo., has made Leonard Corless, who was recently a member of the Kansas City *Star*, its office manager.

The Campbell Electric Company, maker of starting and lighting batteries, has put its advertising in the hands of this agency. A campaign in which outdoor display advertising, newspapers and farm papers will be employed, has been undertaken.

## Scott Leaves Dorland Agency

William P. Scott has resigned from the Dorland Advertising Agency, New York, after serving seven years as manager of that organization. He has been in the advertising business in New York for twenty-two years, having held executive positions with Pettingill & Company and the Homer W. Hedge Company and having been in charge of the advertising departments of the American Tobacco Company and the American Cigar Company.

## New England Newspaper Ginger Ale Campaign

An advertising campaign, in which newspapers of New England will be employed, has been planned for the Diamond Bottling Corporation, Waterbury, Conn., manufacturer of "Naugatuck" Diamond Ginger Ale, by the Manternach Company, advertising agency, Hartford, which agency recently obtained this account.

## Charles Oswald With Cleveland Agency

Charles Oswald is now a member of the staff of The Carpenter-Webbe Company, advertising agency, of Cleveland. He formerly was with The Martin V. Kelley Company, Inc., Toledo.

## Collins Publicity Service Changes Name

The Collins Publicity Service, Philadelphia, will hereafter be known as The Collins Service.

## German Newspapers Form Association

The Association of American Newspapers Published in German was recently formed for the purpose of co-operative effort in securing national advertising by the individual newspapers, members of the association, by organized effort.

The recently organized Murphy-Hanson Company, publishers' representatives, New York, has been appointed foreign representative of the association.

A. S. Murphy, who has had over twenty-five years' experience in the newspaper field, and as a publisher's representative, will have charge of the Philadelphia office of the organization. Paul V. Hanson, who since being discharged from the Government service has been with the New York *Times*, will have charge of the New York office. The Chicago office of the new organization is under the management of M. L. Katz, who has been engaged in that field for some years.

## B. Waxelbaum Will Represent Jewish Newspaper

Benjamin Waxelbaum, for the past fourteen years connected with the New York *Jewish Morning Journal*, has resigned as advertising manager, effective February 1. After that date he will become associated with Meyer Keillon, who has been representing Jewish newspapers for more than eighteen years, forming the Keillon & Waxelbaum special representatives organization at New York.

## Eight New Accounts With Critchfield

Critchfield & Company, advertising agency, Chicago, have recently obtained the following accounts: Fur Merchants Association, New York; The Prang Company, Chicago; MacLaren Drug Company, Trinidad, Colo.; Storm Mfg. Company, Minneapolis; G. F. Worthington Mfg. Company, Bloomfield, N. J.; M. Lowenstein & Sons, Inc., New York; and McAllister-Carton-Stulz Corporation, Newark, N. J.

## Miss Mack Succeeds E. L. Ellis

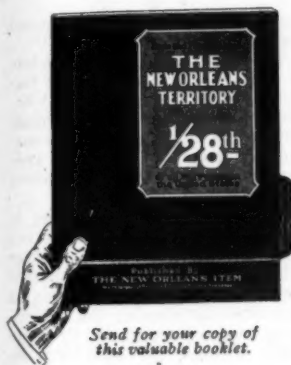
Miss Mary Mack, who has been a member of the copy and art service of the Chicago *Tribune*, has been made advertising manager of Chas. A. Stevens & Bros., Chicago, succeeding Evan Leslie Ellis.

## W. B. Barry With Robert Gair Co.

W. B. Barry, formerly sales manager of the Woodward & Tiernan Printing Company, St. Louis, is now a member of the sales force of the Robert Gair Company, paper products, Brooklyn.

# The New Orleans Item

## THE CITY AWAKE



NEW ORLEANS won its label in millions of minds by its Mardi Gras. UNCOUNTED THOUSANDS yearly flocked to join it in ITS PLAY.

Moonlight and jessamine scent, careless days and joyous nights, have their part in Southland's history of days that are gone.

Many recall pleasures, caress in memory the romance of moonlit levee, or music and song and slender, white-clad shapes beneath stars that shone of silver in a sky of sable velvet. The tourist throng viewed happily the rich contrast between their own modern houses and streets—and the quaint, winding, ancient oddities of the old French Quarter. They reveled in pic-

turesque history. It was apart from their daily jobs in Kokomo or Kalamazoo or Haverstraw.

And New Orleans, smiling serenely, accepted their world-wide tribute to ONE fleeting phase of her kaleidoscopic life.

But THESE be sterner times. Thrilled by the call of the nation's need, NEW ORLEANS IS AWAKE to keener, tenser life. She did not cast out the Romance. She shrined it in the golden setting of her commerce, behind her gateway to the deep sea, and went to work.

Today the ancient city THRILLS to a NEW ROMANCE of ACHIEVEMENT.

THE HUM of MIGHTY MACHINERY rises now to the skies that still, at nightfall, can echo the guitar of French and Spanish days.

The muddy levees of the foretime are shod with STEEL and CONCRETE, keen for the kiss of keels from all the waters of the earth. The "marchand" with stock displayed upon a tray, yields to department stores that challenge the country.

And keeping pace with this remarkable city development (some knowing ones say, a standard-bearer, well in the front) is the South's best and biggest afternoon and Sunday newspaper, THE NEW ORLEANS ITEM.

Its Business Promotion Department with its forceful and resultful little publication for retailers—MERCHANDISING AND ADVERTISING, is ever at your service.

### The Item Publishing Co., New Orleans

James M. Thomson, Publisher

Arthur G. Newmyer, Asso. Publisher

THE JOHN BUDD COMPANY, Advertising Representatives

New York

Chicago

St. Louis

San Francisco

# The Advertiser's View of the Farm Paper and the Farm Market

Proper Use of the Farm Press Will Increase Sales, Eliminate Price Cutting and Stabilize Conditions

By F. R. Todd

Vice-President, Deere & Co., Moline, Ill.

NO one appreciates more than I the importance of the agricultural press. On two occasions, in my own history, it has balanced the scale between success and failure. Perhaps I cannot do better than to relate these instances:

The Kemp & Burpee Manufacturing Company, with which I was formerly associated, entered the business of manufacturing manure spreaders in 1878. They pioneered the introduction and development of this important farm tool. The company started business with a capital of \$100,000. In 1900, after many years of effort in introducing this tool to the trade and educating farmers to its use, this company was faced with failure.

Up to this time little if any use was made of the farm press. The \$100,000 with which the concern started had shrunk so that the only thing that prevented the business being liquidated was the fact that the guarantors of the company's paper would not only have to lose the original investment, but make some additional contribution to pay its debts.

About this time the Frank B. White Company, of which our good friend, Frank White, was president, solicited our business and made so persuasive an argument that, grasping at the last straw, we concluded to spend a few thousand dollars in the farm papers. About this time I became identified with the company as its sales manager, and found that the little advertising we had already started was commencing to produce results and we sold, during

that year, nearly one thousand machines.

This experience pointed the way to possible success and each succeeding year we appropriated larger sums for use in the agricultural press, and our business continually grew in about the same percentage that our advertising appropriations increased.

We sold out the business to Deere & Co. in 1910 and for two years prior to that time had been selling upwards of ten thousand spreaders per year. From a financial standpoint the experiment was a success, as the company, without any additional investment, paid to its stockholders in dividends and in the distribution of the proceeds of the sale of its business, nearly three-quarters of a million dollars.

## A BIG PLANT, BUT BUSINESS LACKING

At the time of this sale, I entered the employ of Deere & Co. and became manager of the Marseilles Company, of East Moline. This company was moved from Marseilles, Ill., into a new factory building at East Moline, and manufactured corn shellers and grain elevators. To this production was added the Success Manure Spreader for Western trade.

It was difficult to get the new plant under way. The plant was too large for the volume of business available. The picture of the first year's operation showed that the institution was losing money at the rate of about \$10,000 per month. I concluded that something radical must be done and that the most important thing was to increase the volume of business so as to decrease the overhead.

(Continued on page 105)

Portion of an address before the Farm Paper Conference and Demonstration, New York.

# The Kansas City Star's Advertising Gains for 1919

During 1919 The Kansas City Star carried more local advertising, more foreign advertising, more want advertising and more total advertising than during any previous year. Thousands of lines were omitted because of space limitations. The figures as compared with 1918, expressed in agate lines:

	1918	1919	GAIN
Local .....	9,150,671	12,169,733	3,019,062
Foreign .....	2,411,737	4,616,690	2,204,953
Classified .....	5,004,472	6,290,360	1,285,888
<b>TOTALS .....</b>	<b>16,566,880</b>	<b>23,076,783</b>	<b>6,509,903</b>
Weekly Star.....	583,134	900,069	316,935

## THE KANSAS CITY STAR

New York Office  
2 Rector St.

Chicago Office  
1418 Century Bldg.

# A \$10,000 Headline

## That Paid for Its Cost Many Times

**T**EN thousand dollars may seem like a great deal of money to pay for a single headline.

But the difference between profit and loss in advertising can be merely a difference in the appeal of headlines used in the copy.

We know of one advertiser—and his experience is by no means exceptional—who spent ten thousand dollars before he secured a headline that was interesting enough to induce sufficient people to read his story to pay him a profit.

This man sold by mail so he had actual figures to prove that the headline he finally secured was cheap, even at ten thousand dollars, for he built his business upon it.

And yet many advertisers who sell through dealers go on month after month

using the kind of headlines which mail order records prove make but little impression on readers.

There are well defined principles which must be applied to make a headline effective. And no one can tell what is good or bad so well as advertisers who sell direct to consumers.

Yet important as headlines are, this is only one point at which we can apply to general advertising lessons learned in mail order advertising. What is said to back up the headline is equally important.

The Tested Appeal In Advertising is a little book which shows how the advertising of those who sell through dealers can be made to do better selling work and more of it.

A copy will be mailed without obligation if you will send for it on your business letterhead.

**RUTHRAUFF & RYAN**  
INCORPORATED  
**ADVERTISING**  
**404 FOURTH AVENUE at 28th ST. NEW YORK**  
**CHICAGO: 30 NORTH MICHIGAN BOULEVARD**

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## The World

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### Only the Fool-Hardy Ignore Advertising Fundamentals

Under normal conditions the stage must be set before the curtain is rung up on an advertising campaign.

For first sales cost real money.

If a product is right, the appeal right, the price right; if back of the product there are capital and brains; the cost of introducing a new article is an investment. But if there is not every assurance of generous repeat business, it is just as easy to touch a match to your bank-roll.

When you are satisfied as to product and production, the next step is to study your markets. Ask the New York World about the greatest of them all, New York.

### WORLD MARKET INVESTIGATIONS

are careful and disinterested.

We have reported adversely on advertising campaigns for fibre soles (backing insufficient); electric vibrators (cheap construction); canned spinach (local educational campaign needed); prunes (sizes wrong); shaving cream (price wrong), and many others. Yet most of these products are successes in other markets.

May we tell you why New York is the gateway to America, and help to solve your market problem?

*Try advertising in newspapers by the year*

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT  
Mallers Bldg., Chicago    Pulitzer Bldg., New York    Ford Bldg., Detroit

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## The Evening World

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The manure spreader production for the trade served by the East Moline factory was running at the rate of about 6,000 machines a year. This seemed the easiest place in which to increase volume.

We were about to bring out a new machine, of somewhat different type, which we called the "John Deere." My experience at Syracuse had taught me that there was only one way to stem the tide, and that was through the help of the agricultural press. I immediately secured very largely increased advertising appropriations and started a campaign for the sale of John Deere Spreaders. Within three months after this campaign was started the volume of business secured turned the tide from loss to profit and during the first twelve months of this campaign the spreader volume was very largely increased and the entire loss made by the company during thirteen months of unsuccessful operation was regained, and in addition thereto a profit of over \$100,000.

I know that these two instances will be of interest to you, for they convey to you, more clearly than anything else I can say, the high regard in which I hold the farm press of the country. I do not believe that there is any institution in the implement business that is making a meritorious article and has manufacturing facilities to produce it upon a reasonably competitive basis, that cannot, through the proper use of the agricultural press, make reasonable profits.

#### ADVERTISING STABILIZES PRICES

I might further add that I believe that any wave of competitive price-cutting can be so stemmed, through proper use of farm papers, that goods can be sold at a reasonable profit, even after the advertising expense has been added. As an example of this, I might cite that during one year of my experience with the Kemp & Burpee Manufacturing Company, two competitors, both very much larger than ourselves, entered into a price war on ma-

nure spreaders, during which time machines were sold at a loss and at fifteen to twenty dollars under our price. We met this situation by maintaining our price, which was a reasonable one, and doubling our advertising appropriation. While we suffered some little loss in trade during the particular time the fight was on, we still were able to continue business at a profit. Following this fight, when the concerns in question put their machines back upon a fair-price basis, our trade nearly doubled.

An incident of more general interest, which determines the great value of the farm press, is the efficient way in which it has, during the past year, co-operated with the implement industry in securing proper distribution of farm machinery to handle the crops, particularly the wheat crop.

After the armistice was signed there was a disposition, upon the part of the commercial world generally, and the farmer in particular, to anticipate lower prices and refrain from buying. This spirit was absorbed by the implement dealer from the farmer and made him hesitate in securing the usual amount of farm machinery to take care of the crop. Factories were also affected. With the largest acreage of wheat the country had ever seen, the schedule for the production of binders was much below normal. Dealers were disinclined to buy, stocks were accumulating at factories, and unless something could be done to relieve the situation there was reasonable certainty that many acres of wheat would go unharvested at a time when the civilization of the world depended upon producing and distributing more food.

In this exigency a committee of the implement industry appealed to a committee of your Association, and at a meeting held in Chicago in February last, it was agreed that the only way to stem this tide of indifference was to pass out, through the farm press, the facts involved in reference to prices. A pamphlet was prepared by your committee, dis-

tributed broadcast throughout the farm press of the United States, and the facts therein contained laid before the American farmer. An immediate change in attitude was evidenced — farmers commenced to talk to dealers; dealers commenced to talk to traveling men; stocks commenced to move from factories and branch houses; factory schedules were increased. In our own case, our production of binders was fifty per cent larger than the factory schedule upon which we were operating in February, when this meeting was held.

The service done the farming community is beyond estimate. Even with all the binders produced there was an actual shortage in the country, and this notwithstanding the fact that all stocks in dealers', jobbers' and manufacturers' hands were exhausted. Had it not been for this activity upon the part of the farm press, thousands of acres of wheat would have gone unharvested during the past season. While the binder situation was the most critical one, relief was secured on other implements and the farmer reasonably well provided for during the entire operating season.

While the opportunity affords, I should like to take up with you some publicity fields in which I think you could be helpful:

#### EDITORIAL

As agricultural advertisers, we are vitally interested in the editorial policy and the editorial tone of farm papers.

The farm paper should carry in its editorial columns sound advice and practical, interesting information. Accurate, reliable information means that the farm paper will build up a prestige for itself and that the reader will attach more importance and have more faith in the advertising carried. As makers of implements, we are anxious that our advertisements reflect their quality and this cannot be attained by inserting advertisements in publications in which the farmer does not have confidence or faith, which are al-

ways lacking when the editorial policy is wrong.

We believe that all editorial matter should be fair to the advertiser. It is absolutely wrong for the editorial columns to make favorable reference to any one particular brand of product, although the use of the product itself might be very well encouraged. Happily the practice of mentioning certain brands of goods through editorial columns has been practically eliminated. Farm papers are to be congratulated for this accomplishment, as they are continuously besieged for special mention by advertisers who care nothing for the future of a farm paper and who are interested solely in getting something for nothing. Farm-paper editors should, and do, realize that their primary interest lies with the reader and that their greatest aim is to be of service to their readers, for whose profit a farm paper is published.

#### HOME-TOWN BUILDING

Farm papers should do everything in their power, through their editorial columns, to promote the growth of the home town. Consider the cold facts as to what a town is worth to the people owning land in its vicinity, measured from a dollars-and-cents standpoint. O. R. Johnson, of the Missouri Agricultural Station, several years ago made a careful investigation of 650 farms and proved by actual figures what a lot of us have known in a general way for a long time; for instance, in the locality investigated, 79 farms within two miles of town had an average value of \$78.70 per acre as compared with \$70.20 per acre for the 183 farms two to four miles from town; \$60.90 per acre for the 126 farms four to six miles from town; \$58.20 for the 113 farms six to eight miles from town, and \$55.90 for the 149 farms over eight miles from town. Mr. Johnson says that the most rapid decrease in value occurred in the first six miles, after which the difference of a mile or two from

In a little Christmas message which they set up and gave him, the men that work with Bundscho in the Bundscho Shop, helping him get out Bundscho stuff, called themselves "The Bundscho Bunch." Nothing ever pleased Bundscho quite so much. It shows that "Bundscho" stands with them for a big idea in their art, not merely for a man they are working for, and that they feel that they are "Bundscho," too.



J. M. BUNDSCHO, Advertising Typographer  
58 East Washington Street  
CHICAGO

town made less real difference in value.

In another instance, he points out that 42 farms valued at \$100 or more per acre had an average haul of two and one-half miles to market, 62 valued at \$80 per acre had nearly three miles, and 275 valued at \$60 per acre had five miles to haul, while 246 valued at \$40 per acre averaged six and one-fourth miles to town.

If distance from town is such an important factor in determining farm values, it must follow that the quality of the town itself is equally important. A real live town is the best town to live near; therefore the question, "What makes a real, live town?" If we are honest we will get close to the truth by saying "The merchants." Without the merchants there would be no town. It is just as impossible to have a town without merchants as it is to have a lake without water. The merchants make the town just as the water makes the lake. Of course other things have to be favorable, but the fact remains that without merchants you would have no town, and the better the mercantile establishments the better the town, always.

#### SUBSCRIPTION METHODS

Within the last few years wonderful improvements have been made in the circulation methods of farm papers. Better subscription methods have been adopted, the delinquent subscriber is being cut off the list, premiums are done away with the advertising columns have been cleaned up and fake medical, jewelry and financial advertisements are no longer accepted. Advertising copy is being censored to-day more than ever before. Publishers are forcing advertisers to modify broad and elaborate statements made. This is as it should be, and we are heartily in sympathy with anything that will help make a cleaner and more interesting publication. We believe that the better farm papers are being sold more to-day on their merits than ever in the past, all of which is for the

betterment of advertisers, subscribers and farm papers as a whole.

#### ADVERTISING AMERICANISM

We have been dealing up to this time with our own individual interests. There is a broader field of activity for the agricultural press, of paramount interest to the people as a whole. I speak of the education of the farmer to the necessities of the time.

The State of North Dakota, through the Non-Partisan League, has been experimenting with State socialism. For the guidance of other States who are not so fortunate, I think the farm press should carry the results to the various farm communities throughout our land.

In North Dakota the farmer, through the Government of his State, has been trying to enter into the field of business in such a way as would eliminate the dealer, run the banks, operate the elevators and perform the other duties involved in the commercial activities of the community. Fortunately, the men who do the experimenting, in this particular case have to pay the bill. The farmers voted to try the experiment—the cost is reflected in the tax collected.

You have asked me to talk upon the subject of advertising from the standpoint of the advertiser. Let me say that from our standpoint, or that of any other good American citizen, the greatest service that the agricultural press can render us and the world at large is to continuously advertise to the American farmer the principles of the Constitution of the United States—arouse him as a citizen, arouse his self-interest, arouse his loyalty. Give him a better understanding of the menace that confronts us to-day in the attempted overthrow of our institutions, largely conducted through the radical labor agitator, who is taking advantage of organized labor to bore from within and force the principles of anarchy upon the American people.

**DECEMBER 1919**

# The Biggest Month of the Biggest Year

**in the History of The St. Louis Star.**

During December The Star broke all records of previous months in volume of total Paid Advertising by publishing

**659,317 Lines**

This was a Gain of 193,476 lines over the same month of 1918. December marked the twelfth consecutive month of Gains for 1919 during which The Star published a total of

**5,850,636 Lines of  
Paid Advertising**

**A Gain of Over a Million Lines  
in 1919 Over 1918**

**December Circulation**

**105,673**

**Daily Average Net Paid**

**More Than 83% City and Suburban**

**THE ST. LOUIS STAR**

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

**STORY, BROOKS & FINLEY**

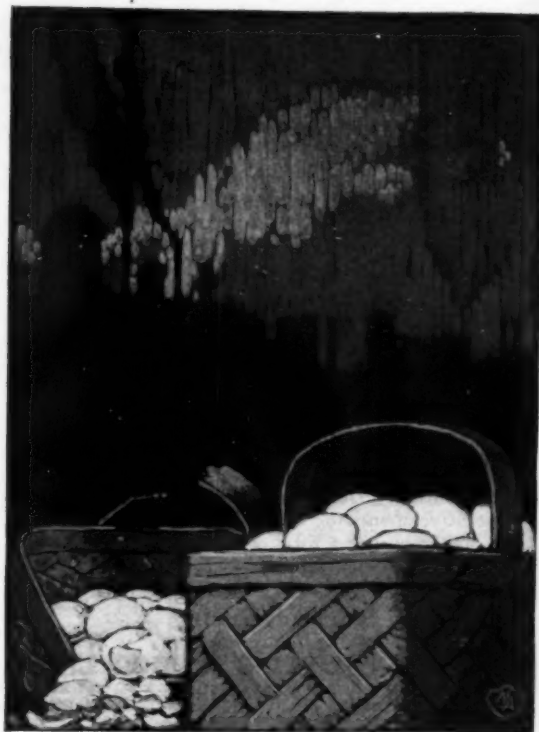
CHICAGO  
Peoples Gas Bldg.

PHILADELPHIA  
Colonial Bldg.

NEW YORK  
Fifth Ave. Bldg.

**Don't Say "Paper"—Say "Star"**

Trade Mark Registered



*"'Tis true 'tis pity, and  
pity 'tis 'tis true"—*

The best-laid plans of blooded breeds,  
How oft they're omeletted  
Because some basket-maker's reeds  
Too carelessly were netted!

**The SERVICE CORPORATION**  
AUTOMOTIVE SALES DEVELOPMENT

# Eggs and Baskets

**R**EPUTATION, Good Will, Repeat Orders, Prestige—are wondrous valuable eggs. From them hatches the golden bird, Success.

What carries these eggs to the incubator, Realization? Verily, the basket, Distribution!

Is your basket (in Keokuk, Macon, Kalamazoo, Pensacola, Tucson, Seattle, Augusta, or Anywhere, U. S. A.) a thing of frailty, with wabby handle and broken meshes? Are your eggs cradled in insecurity—threatened with total extinction?

Here is more than a lightsome metaphor.

Many a manufacturer's future has been "scrambled" by Tom-Dick-and-Harry Dealership.

Our special work for many years has been to up-build, expand and develop automotive businesses that have been handicapped by a less-than-superior Dealer Body.

We do not go about ringing doorbells, but will be very glad to discuss this problem, from our special angles of experience and knowledge, with any automotive executive who is really interested in the unusual thing done unusually well.

*An appointment  
at your  
convenience  
can be*



*arranged by  
letter, tele-  
gram or  
'phone call.*

TROY ~  
NEW YORK



DETROIT  
MICHIGAN



# Employees Woven in the Copy Impart New Life

They May Be Called upon to Imply Strength, Stability, Character, Worth and General High Character

R. Bigelow Lockwood

**I**N the search for new talking points, many advertisers are successfully turning the spot light of publicity on their own employees, thus giving a new angle to some of the reasons why their product should inspire confidence. Having covered the advantages of the product itself, these advertisers are getting variety into their copy by making sales capital out of their workmen—collectively and individually. The logic behind the idea is based on the fact that the conditions under which their men labor have a marked influence on the quality of the goods they produce, and hence these conditions are of interest to the readers of their advertisements.

Out in Cincinnati there is a concern engaged in the making of gears. All good gears are very much alike and a concern engaged in this line of manufacture is often pushed to find something original to say. In this particular case the company decided to look into some of the factors that contributed to its ability to turn out a high-grade product and the one thing which stood out prominently was the factory building. Unlike the usual machine shop, this plant was practically all glass. From the distance it appears to be a large glass cube with the sun streaming in at every nook and corner.

Were this plant devoted to the manufacture of breakfast cereal there would be nothing surprising in playing up the sunlight feature. In the general field, the talking point might have been one of sanitation, but the gear maker switched the appeal to cover accuracy of manufacture. In such a "daylight factory," the copy brought out careful workmanship

was aided in two ways. Not a single machine stood in darkness, all had an equal flood of natural light. And the workmen themselves were healthier, happier and more efficient in consequence. The product of the factory began to be spoken of as Daylight Gears and the advertising took on a new and interesting tone. Readers were shown how men who work under natural light, even on cloudy days, are more capable of putting their best efforts in their work, the whole campaign bringing out the argument that a better product results because made under better working conditions. "The Sun Helps Make These Gears," was one headline, and others were equally out of the ordinary.

There is a growing tendency in the field of technical advertising to look beneath the surface and make the workmen and the conditions under which they operate bear some of the burden of argument.

## FISK ADVERTISES ITS CO-OPERATION WITH WORKMEN

The Fisk Rubber Company is an example. Some time ago this concern ran a series of advertisements dealing with its method of co-operating with its workers in the interests of health and success. A typical page of the series showed a close-up of an exciting moment at the home plate during a baseball game, and coupled with this picture was an insert of the Fisk basketball team. The headline read: "Athletic Sports and Pleasant Working Conditions Combine to Keep Fisk Men in Fine Physical Condition." The copy, which pointed out the fitness and skill that come from exercise, closed with this paragraph:

"The great interest in sports by the Fisk employees shows as noth-

ing else can the high character and fine purpose of this great body of men and women—and plays a great part in making the Fisk Organization rank so high."

A certain large technical advertiser in Vermont went so far as to advertise the air breathed by his workmen, his copy picturing the sharp tang of pine-laden breezes. Whether this is carrying matters too far is open to question, but the fact remains that he succeeded in creating an atmosphere about his copy and conveying the impression that his product was being made by healthy, clear-eyed workmen.

This problem of making employees advertise your product need not stop with featuring the conditions under which they work. Many technical advertisers are finding excellent material in the men themselves.

How many manufacturers really know the men in their plant—the boys at the machine and workbench who are doing the actual turning and fitting?

#### ADVERTISING MEN'S LONG SERVICE

By taking a little personal interest in his workmen, a certain manufacturer of instruments of precision uncovered some interesting points which he used to good advantage in his advertising. Noticing a very old workman busy at a bench, he made some inquiries and found that he had three generations working in the shop. The old man was the oldest employee working in the shop. His son was working on a nearby machine and the grandson was an apprentice in the same department. The ownership of the business had changed hands and it was only the fortunate trip of the new president that brought the story to light. It did not take long for the facts to get in print as an example of the class of skilled labor employed, and with this as a start other stories cropped up. It was found, for example, that an unusually high percentage of elderly workmen were on the payroll; men who had for years been on the same job

and who had mastered every detail. As a result of a little investigation the new management found a valuable asset in the workmen who were turning out the product, and this asset was made use of in some very interesting advertising aimed to establish added confidence.

#### LONG YEARS ON THE JOB INDICATE SKILL AND GOOD WORKMANSHIP

In another machine shop the general manager was showing a visitor through the plant. Pausing beside a certain machine they stood for a moment watching the speed with which the operator worked. The rapidity of the man was almost uncanny and the visitor was impressed.

"It must take skill and long training to be able to work like that," he said.

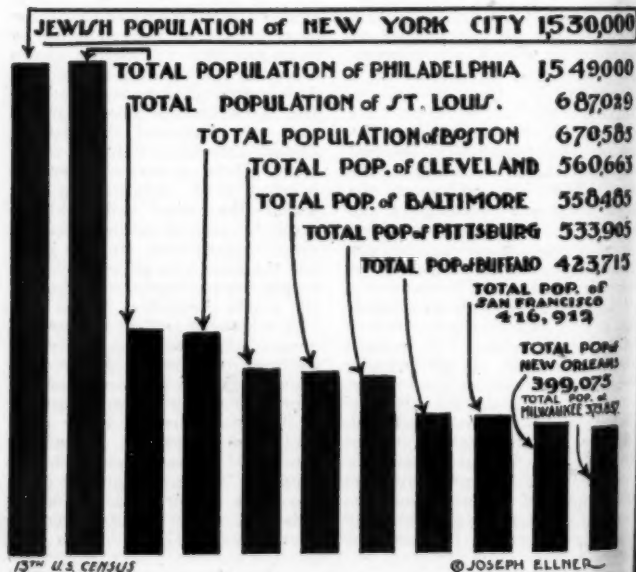
Later the general manager got to thinking over that remark. If it impressed one man, he reasoned, it would doubtless impress others. Returning to the shop he began questioning the workman and found out that he had been at the same machine for five years. Passing along to another department he interviewed some of the other men and then sent for a photographer. Pictures were taken of the men at work, with their output piled up around them, and a series of advertisements was written around the idea of signed interviews with the workmen. These interviews were so handled as to indicate the skill which the men had achieved through years of specialization on specific operations. In this manner the men who helped build the product were made to help sell the goods themselves.

A somewhat similar scheme was successfully tried by a manufacturer of chucks. In the employ of the company was an old workman who had been connected with the concern for many years and whose general appearance lent itself particularly well to the camera. This workman was given the name of Old Mac, and under this title a series of advertisements was written in the first

# THE JEWISH

**T**HE size alone of the Jewish market challenges the consideration of all with merchandise to sell.

Here is a closely compact, easily reached and quickly responsive group of unusually intelligent people. In numbers, earning power and spending capacity this group, in New York City alone, tops and over-shadows many American cities of the first class.



# H MARKET

**T**HE Jewish community of New York equals the *entire* city of Philadelphia; is more than twice the size of St. Louis, or Boston; almost three times the size of Cleveland, or Baltimore, or Pittsburgh; while it is closely equal to the total populations of Buffalo, San Francisco, New Orleans and Milwaukee *combined*; and far exceeds the size of any *four* cities like Cincinnati.

Unlike, however, the cities mentioned, the Jewish community of New York is a closely knit, homogeneous *unit* which it is possible to reach *en masse* with but a single appeal, one unified message, in only *one* language.

Every nook and corner of the Jewish market is covered by the four great Jewish daily newspapers—the **BIG FOUR** of Jewish journalism in America.

THE JEWISH MORNING JOURNAL

THE DAY-WARHEIT

THE JEWISH DAILY NEWS

THE JEWISH DAILY FORWARD

*Close to Half Million Sworn Circulation  
Daily*

person which, in reality, amounted to good sensible shop talks on chucks, arranged from the standpoint of the experienced man who helps build them. Old Mac soon became a familiar trade character in the field, but behind what seemed at times to be fiction there existed a real personality.

#### PERSONALITY IN TECHNICAL ADVERTISING

It would be possible to enumerate many other such cases where workmen have been pushed to the front and made to lend their weight in selling, as for instance the series which is now running, entitled, "Around The Old Dinner Pail." The characters used in this are imaginary but the shop lingo is true to life and exceedingly pointed as offering the opportunity for a group of workmen to discuss before the reader some of their shop problems during the lunch hour.

To the jaded writer of advertising copy, there is nothing more refreshing than a walk through the shop for the purpose of studying the men who help make the product in order to determine some of the points which contribute toward its efficiency. The chances are all in favor of some surprising disclosures, as for example the remark of one workman who claimed that he owed his increased efficiency to white walls. A little questioning brought out the interesting point that this particular man, who was engaged on a delicate finishing operation, noticed a difference in the ease of working dating from the time the walls of his section of the shop were cleaned and freshly painted!

Manufacturers are more and more becoming aware of the fact that embodied in their workmen there lie many talking points in favor of the quality of their product, and this realization is being reflected in their advertising.

The argument of the satisfied men is strong, but the argument that lies in the satisfied employer is also deserving of consideration when the advertiser starts to check up his talking points.

## Advocates Removal of Home- Builders' Obstacles

DETROIT, MICH.

### Editor of PRINTERS' INK:

In *PRINTERS' INK* of December 11th, you published a letter from J. F. Cremer, of this city, in which he takes the position that there is no room for the I. W. W. or the Bolsheviki and no reason to fear them in communities where people own their own homes. Mr. Cremer is everlastingly right and I can say "Amen" to his statements.

The difficulty here in Detroit, however, is that when a man builds a house, we treat him worse than a man who steals an automobile and I guess this situation is true in every city. I speak from the standpoint of a man who wishes to own a home, but who finds it impossible because of the excessive cost of so doing and I am in much better shape than many would-be home owners because I managed to buy a building lot several years ago, before the increase in population forced the prices up to present levels and needless to say, as population increases, the prices are still going up.

If a man builds a house costing \$6,000, the city, county and State make him pay an annual fine of approximately \$120 for so doing. In other words, they tax him for doing the thing Detroit needs done almost more than anything else. Before, however, he reaches this fine-paying stage, he pays various penalties that Congress has tacked onto every productive effort—the tax on freight rate for instance, and passenger fares, as well as all the repressive taxes levied on every form of production. All of these must be paid in the price of building materials and labor and when they are all added together, it is a brave man indeed, and one who is willing to take considerable risk even if he has money, who will build a home to-day.

The way to beat the Bolshevists is to make it possible for every man to own his own home and Detroit and other cities can do this by putting heavy taxes on vacant land, thus forcing land into use at very much lower prices than at present and then remove the taxes from buildings and building materials which will make it possible to build and own houses, at considerably less cost than under present conditions.

Beating the Bolshevists should be one of the easiest things in the world to accomplish, but as long as men of influence and understanding find it more profitable to speculate in real estate, they will probably continue in the same old way and build Bolshevists instead of beating them with a better idea.

A. LAURENCE SMITH.

A. E. G. Nye, formerly with the Washington, D. C., *Times*, is now a member of the advertising department of the Providence, R. I., *News*. Joseph A. Monahan, is now in charge of the classified advertising department of this publication.

# Old News Makes Dead Copy

News Changes So Quickly That Advertising That Ties Up to It Mustn't Dawkle by the Wayside

By H. J. Sherman

Toledo Scale Company, Toledo, Ohio

EVERY once in a while a piece of advertising comes to my desk which bears as its introductory idea a caption hooking it up with some item in the current news. Oftentimes the associations thus aroused are most striking and effective. Sometimes they are unpleasant. When my reaction toward the news item has been unfavorable, that advertisement suffers accordingly. It is somewhat like the case of a friend of mine, whose car was stolen during a rampage of auto thieves in our city. The morning after his car disappeared he received in the mail two advertisements from automobile insurance companies, and one from a thiefproof lock concern. In the next few days his mail was literally deluged with such material. Of course he grew tired of having it rubbed in. That was the human reaction.

Frequently in the attempt to give advertising some news association, the wrong news item or event is picked. The public reacts very much like the individual. It grows unutterably weary of certain items in the day's news, and yet fresh developments, and the important relation such events bear toward human life and interest make their publication absolutely essential. To associate an advertisement with such an item or event is to add insult to injury. This is being done almost every day, unwittingly, by many advertisements. There was once, at least, when our own company was guilty.

Shortly after the Russian revolution, which came during a time when that which ordinarily would be considered big news was almost too common to attract notice, our company prepared and produced a circular entitled "There Has Been a Revolution." Of course the revolution we referred to was

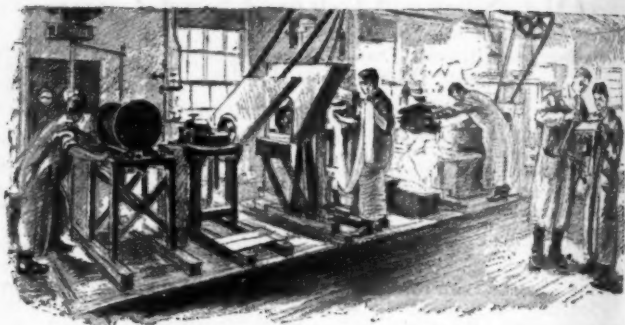
not the political upheaval which overthrew the ruling dynasty in Petrograd, but a revolution in modern weighing methods.

The title of the circular was an attempt to hook up our advertisement with the news of the day. For all that scare heads were the usual newspaper headings, and war news had dulled the ordinary appreciation of big news in the daily press, the Russian Revolution was so momentous an occurrence that we felt it was bound to be one of the outstanding pieces of news for many months to come. Future events have more than justified our judgment.

## NOT MERELY A CHEAP BID FOR ATTENTION

Advertising of this nature when well done is said to be very effective. Timeliness in the idea gives it an attention and interest value above the ordinary. Frequently the relation of the two basic ideas, the one being the foundation of the news, the other the foundation of the advertisement, is so close that one very logically follows the other. Banks advertising their service can capitalize the robbery of a stocking bank and lay claim to a timeliness which is indisputable. Of course it is good business, and it produces good business. It was just this sort of thing that we tried to do. We seized upon an astounding political revolution to call attention to another, unheralded, in industrial methods. Our endeavor was free from any attempt to deceive or mislead. We did not make any false bid for attention, or delude our prospect to arouse his interest. We tried to be fair and square in our methods and sail under our true colors from the start.

The circular was of the self-contained variety, with space for



## Discovering New Facts about Paper

*Important announcement to paper merchants,  
printers, lithographers, engravers  
and all users of paper*

**C**ERTAINLY, new facts about paper are urgently needed.

Paper merchants, printers, lithographers and business men all recognize this need.

The paper industry has lacked standards — lacked scientific tests which determine the fitness of a certain paper for a certain purpose.

Sufficient scientific information has not been available.

To set up standards in an industry, to know exactly what happens when materials are subjected to manufacturing processes, to test a finished product for quality—this means research.

### Discovering the scientific basis

At Holyoke, Mass., the American Writing Paper Company has established a laboratory which is studying systematically the whole science of paper-making.

# AMERICAN WRITING



The laboratory helps first in the purchase of raw material. It determines the *paper-making value* of wood-pulp or rags. Dirty wood-pulp may be rejected entirely. As much as \$300 on a car has been saved by the scientific appraisal of raw material.

The methods of manufacture are likewise carefully studied. Chemical and microscopic examination of the fibres of the raw material shows the fitness of these materials for the papers we are making. Long and constant investigation is acquainting us with the scientific facts concerning the use of alum, rosin, sizing, water, dyes.

In addition, we are discovering new materials; we are developing new processes, new products.

Last, but by no means least, we carry on investigations in pure science—investigations which have no immediate commercial purpose but which must ultimately benefit the industry greatly.

This laboratory, established primarily to discover scientific facts about paper, has proved remarkably profitable. The cost of equipment, \$225,000, and of maintenance, more than \$75,000 annually, is returned to us in the course of a year. It is not only improving methods of manufacture but directly reducing costs and thus increasing values.

Once the properties, the qualities of paper are scientifically determined, standards are established and standards are your protection. You then have definite basis for judgment.

Our efforts toward standardization of paper are discussed in detail in our book, "*Discovering New Facts About Paper.*" A copy will be mailed you on request.

AMERICAN WRITING PAPER CO.

Holyoke, Mass.



AMERICAN WRITING PAPER COMPANY

the name, address and postage stamp on the outside. Here also was the title. Illustrating it was a drawing, done in four colors, showing a mass of factories, mills, office buildings and warehouses, partly hidden by a great cloud of smoke, which seemed to be lifting, disclosing the scene. This bore the title "There Has Been a Revolution." It was to symbolize industry, to imply that the revolution was in the business world, not the political.

Upon opening the circular there were two views disclosed, the first illustrating old, inefficient and costly methods of weighing the world's product, the second, the method employed by those using our automatic equipment. Over the first was this caption: "Old Methods of Weighing Were Slow, Inaccurate and Wasteful," which very naturally led to the second "Business Men Began to Demand a New Method That Would Save Time and Stop Losses." These views were also done in four colors, and we prided ourselves that the art work was highly attractive.

In the inside spread of that circular we went into the details of the development of our product, and told the story of how our equipment did actually revolutionize an operation as old as commerce itself.

The circular told a straightforward story, and there is no question that it told it well. It was attractive and interesting, but the returns were meagre.

Our own salesmen told us why. Two faults seem to have hindered its success. In the first place, though it was timely, the public seemed to be fed up on war and revolutions. We had chosen a piece of news which lasted as news too long. A revolution in ordinary times challenges the adventurer in most of us. But when the world was upside down, when war and revolutions became an everyday diet, the public grew heartsick and tired of the very words. Our title carried with it a depressing and wearisome idea. Instead of arousing a very natural

feeling of news interest, it aroused what, after all, was a very natural feeling of news weariness. We paid the penalty from the start for that unfortunate introduction.

The second fault in that circular was that it went into too many details, it was a trifle too wordy, a little too much like a condensed catalogue. With the proper introduction we might have gotten away with it, but the associations we had aroused in our introduction were those which carried with them a lack of patience and of the will and energy to go further.

We paid the penalty, yes, not of total failure, but of disappointing returns. We drew our own moral. It was this: There are some things the public grows tired of hearing about. Don't keep rubbing them in.

### The Want Ads of 1700

In the reign of William III one John Houghton, F. R. S., who combined the business of apothecary with that of a dealer in "Tea, Coffee and Chocolate," commenced an advertising paper which he called "A Collection for the Improvement of Husbandry and Trade." In those old days the editor of the paper and the advertiser frequently spoke in the first person singular, while the advertiser also often spoke through the editor. The issues of this curious publication contained many advertisements regarding the musical profession, of which a few specimens taken at random will serve to give a tolerably good idea of the style then prevalent:

"I want a negro man that is a good house carpenter and a good singer."

"If any young man that plays well on the violin and writes a good hand desires a clerkship, I can help him to 20 pounds a year."

"I want a complete young man that will wear livery, to wait on a very valuable gentleman, but he must know how to play on a violin or flute."

"I want a genteel footman that can play on the violin to wait on a person of honor."

"If I can meet with a sober man that has a counter-tenor voice, I can help him to a place worth 30 pounds the year or more."—*The Musical Times*, London.

### L. H. Butler With Williams Foundry Co.

Lester H. Butler, who was at one time editor of house publications of the Goodyear Tire & Rubber Company, Akron, O., has been made advertising manager of the Williams Foundry and Machine Co., Akron, O.

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# Screen Space

## In America's Leading Motion Picture Theaters

# GUARANTEED

**Y**OU can now contract for national screen circulation with assurance that it will be delivered. The Motion Picture Theater Owners of America compose the service offering such a proposition. Its *GUARANTEED CIRCULATION* is the answer to the problem of comprehensive motion picture advertising.

This organization has the whole-hearted, one hundred per cent cooperation of the motion picture theater owners—the exhibitors—of the country. They benefit from the money you pay for the use of their screens.

The theater owner is the *controlling power* in the operation of the M. P. T. O. A. The man who *owns* the screen space, through the M. P. T. O. A., offers it to *national advertisers* for the projection of entertaining industrial, educational and advertising motion pictures, and therefore *becomes a party to the contract* to show your films.

The M. P. T. O. A. offers an audience in the important theaters of America, composed of millions of people, who comprise the *buying power* of this country. This audience is yours—to chat with confidentially—through the film medium.

The concentration of these millions will be fastened upon your product or your plant for sixteen minutes for every reel of motion pictures you may own. This is concentration to the *exclusion of every diverting influence*—a darkened room with but one thing to look at, a brilliant screen, animated with the unfolding of an interesting industrial story.

You are not asked to pay us until you have received the service we *GUARANTEE* we can give you.

The following exhibitors' organizations have merged to offer this service to national advertisers:

Motion Picture Exhibitors' League of New York State.  
Miami Valley Exhibitors' Association—Ohio, Kentucky, West Virginia, Indiana.  
Northwest Exhibitors' Circuit—Washington, Oregon, Montana and Idaho.  
Cleveland Motion Pictures Exhibitors' Association.  
American Exhibitors' Association of Pennsylvania and West Virginia.  
Kansas City Exhibitors' Association of Missouri.

Illinois Exhibitors' Alliance.  
Michigan Exhibitors' Association.  
South Carolina Exhibitors' League.  
North Carolina Exhibitors' Association.  
Los Angeles (California) Theatre Owners' Association.  
Colorado Exhibitors' League.  
Exhibitors' Protective League of Minnesota, North Dakota, South Dakota and Iowa.  
Motion Picture Exhibitors' Association of Wisconsin.  
Texas Exhibitors' Circuit.

# The Motion Picture Theater Owners of America

## EXECUTIVE COMMITTEE

708 Times Building

New York City

*an  
Advertising  
Agency*

## What Does This Mean to You?

It means that RESULTS, SALES, ORDERS will be the FOREMOST THOUGHT behind every piece of advertising that leaves this office.

ADVERTISING COPY produced without actual merchandising experience often looks well, but fails to carry the message home to the Pocket Book.

OUR PURPOSE IS TO HEAR THE BELL RING IN YOUR CASH REGISTER. THEN WE WILL BE SURE OF HEARING THE ECHO IN OURS.

Just how do we do this?

First of all this Former Sales Manager, MR. ROBERT HOYME, has a different idea of an ADVERTISING AGENCY. His work has always been in the Factory, Branch Houses, on the Road with the Salesmen, the Dealer, the Jobber, the Consumer, catching trains and making towns from Los Angeles, Kansas City, El Paso, New Orleans, Chicago, Minneapolis, Grand Forks, and Fargo, N. D., to New York, Boston, Baltimore, Philadelphia and Pittsburgh. Covering practically all

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THE BOLDER

*headed  
by a former  
Sales Manager*

the States from coast to coast and border to border.

He knows how to sell from Sample Case or Catalogue.

Experience has taught him that ADVERTISING goes deeper than "IMPRESSIONS IN PRINT."

If good salesmanship with its limited audience gets the business, good SALESMANSHIP in ADVERTISING, with its unlimited audience, will get that much more.

HE KNOWS MERCHANDISE, MARKETS, AND MEN.

With this Sales Manager's knowledge of men, ROBERT HOYME has gathered around him experts in campaign-planning, copy-writing, layouts, art work, commercial photography and market research—men from every Department of Advertising—who can PRODUCE BIGGER AND BETTER RESULTS. But the guiding mind behind it all remains—THE SALES MANAGER.

ONLY ONE ACCOUNT IN EACH LINE OF BUSINESS ACCEPTED.



ROBERT HOYME, INC.

150 West 57th Street, New York City

# Czechoslovakia Plans to Protect American Trade-Mark

Laws That Have Been Made Founded on a Desire to Give Fair Treatment

AUSTRIA-HUNGARY is no more. Therefore, Austrian and Hungarian trade-marks, or American trade-marks formerly registered in Austria-Hungary are no more. Owners of trade-marks who intend to sell under those marks in Czechoslovakia should speedily familiarize themselves with the new legal requirements, as set forth in the trade-mark law of the republic of Czechoslovakia under date of July 24, 1919, in order that any possibility of piracy be avoided.

As told in last week's press, an enterprising gentleman in Portugal, one Manuel de Silva Carmo, has just uncovered, as his claim to fame, a scheme by which he proposes to become the legal possessor of any or all American trade-marks he may happen to covet. He happens to covet the marks of some thirty-seven automobiles of American manufacture and has made application for trade-mark protection in Portugal therefor. Of course, he has no right to these trade-marks but right is one thing and law is another, whence it happens that the American Manufacturers' Export Association and the National Automobile Chamber of Commerce are making vigorous representations to the State Department regarding the promised piracy and the apparent possibility that if these thirty-seven cars are to be sold abroad at all, they must be sold through a trade-mark pirate and on his terms.

To prevent any such possibility as far as the new republic of Czechoslovakia is concerned, it is only necessary to comply with what is evidently a sincere attempt to make a just and fair trade-mark law, as just and as fair to the "alien" as to the citizen of the new republic.

This law provides substantially as follows:

In the first place, any trade-marks which were duly and properly registered with any Chamber of Commerce of the old Austro-Hungarian regime, will be protected in the new State, as of the date of the original application, provided the owner, under the old law, notifies the proper Chamber of Commerce in Czechoslovakia that he still wishes protection and to have his trade-mark a registered Czechoslovakian symbol.

## DETAILS OF THE LAW

To accomplish this, three copies of the trade-mark as previously registered and certified by the originally registering Chamber of Commerce should be attached to the application. If the applicant's original registry was in territory outside of what is now Czechoslovakia, in addition to the three copies, a certified abstract from the trade-mark registry should accompany the application. This provision is merely to insure that these marks carried over from the old Austro-Hungarian regime to the new Czechoslovakian republic, are *bona fide* old registries, and entitled to such protection, and not new or pirated trade-marks, which might otherwise be "slipped through." The newly registered trade-mark will not run for the statutory period of ten years, but for such a period less the time already expired on the old registry.

Especial provision is made for trade-marks of aliens. John Smith had had a mark registered with the Vienna Chamber of Commerce or the Budapest Chamber of Commerce. He naturally wants to know where he stands with Czechoslovakia. And the new republic answers that all he has to do is to say he wants the protection continued and it will be continued for the period

granted in the original registry. But if his trade-mark is to be utilized through such portions of the new republic which formerly did not come under the jurisdiction of either of the Chambers of Commerce mentioned, he must consider the rights of third parties. Thus, if John Smith wants to register as a trade-mark the picture of the president of the republic or some general who has served the State with distinction and so is very well known, or if he wants to use a municipal seal or a coat of arms or such mottoes or devices as have a public or semi-public character John Smith may only register them providing his right to use such symbols or words as trade-marks has first been established through usage.

Few, if any, foreign applications for trade-mark will come from applicants having a fixed residence in Czechoslovakia. Such non-residents are subject to only two restrictions in the making of applications: one, their own country must permit citizens of Czechoslovakia to make applications for trade-mark, and two, they must appoint a duly authorized representative in the new republic.

Applications for trade-mark information or applications for new or continued registry should be addressed to the Minister of Commerce, Trade-Mark and Patent Department, Prague, Republic of Czechoslovakia.

### Slogans

"Ouch!" yelled the punk comedian as he dodged a fusillade of spoiled vegetables. "Why don't you 'say it with flowers'?"

Just then a harder and larger missile came over the footlights and an ice-cream ad reader yelled out:

"Take home a brick!"—"Retail Public Ledger."

### Continental Motors With McJunkin

The Continental Motor Manufacturing Company, Detroit, maker of passenger car and truck motors, has put its advertising account in the hands of the Eugene McGuckin Company, advertising agency, Philadelphia.

### Red Flag Displaced by Display Space

The red flag, once regarded as a sufficient advertisement for the auctioneer, is being discarded for the printed message. No, this is not a triumph for the Bolsheviks. It is one more mark on the credit side for the all-pervading force of advertising.

In San Francisco one auctioneer, Edward Curtis, is not only using display space, but is bringing out his arguments in "reason-why" copy. Here is a sample:

"We have some really wonderful chances to-day for the thrifty housekeeper who is stunned by the prices demanded in the stores for house furnishings. Suppose some of the items are classed as 'used' things. They are fine things nevertheless. Don't you pay a dollar a minute almost in *de luxe* hotels for occupying used things? Don't you know that the *de luxe* Pullman section you travel in may have been occupied the day before by a turbaned Hindoo who came over in the steerage? Don't elevate your nose in these times at 'used' things. Make an effort to be consistent and meet the situation.

"Come in and let us show you an account of a 'used' thing bringing £54,600 last month in London."

### Bank Advertises Acceptance

The First National Bank in Brooklyn is effectively promoting the use of trade acceptances through advertising. An advertisement recently published by it contained an illustration of the trade acceptance form and pointed out that—

"A trade acceptance saves the transmission of cash and enables the creditor not only to arrange the definite date of payment with the debtor, but, if necessary, to secure the use of a sum practically the equivalent of the debt long before that debt is due in the ordinary course of business."

Through the advertisement the bank invited further inquiries in response to which its vice-president, William S. Irish, sent one or more letters, these presenting not only an explanation of what trade acceptances are and how they are used, but a strong argument for their adoption by both sellers and buyers.—*New York Commercial*.

### The Biggest Year of U. C. S.

The United Cigar Sales Company announced in newspaper display last week that its 1919 sales were \$62,038,000—more than \$10,800,000 above the year 1918. The largest single day in the history of the company was the day before Christmas, when sales amounted to \$1,185,000.

### George Julian Is Dead

George Julian, who has been a member of the advertising department of the United Shoe Machinery Company, Boston, Mass., since 1902, died on December 28 at Medford, Mass.



RAND McNALLY  
**Black and White  
 Mileage Maps**

*Especially useful for*  
**SALES MANAGERS, SALESMEN  
 and TOURISTS**

This is a newly engraved series, free from confusing details. It includes maps of the United States and its States, Canada and its Provinces, and of Mexico.

The maps of each State and of each Province show county outlines and names, steam and electric railroads, routes to important centers not on railroads, all cities, towns, junctions and places of importance, with railroad mileage between.

Steamship routes on inland lakes, as well as coastwise, are shown and named and the relative importance of centers of population is shown by appropriate symbols.

A ready reference list of cities and towns, indexed, and with the estimate of population accompanies each map.

The maps of the United States, Canada and Mexico show States and Provinces, steam railroads, cities and junctions with railroad mileage between, and are accompanied by a ready reference list of cities, indexed with the latest estimates of population, and lists of hotels and important industries.

They are all entirely distinct from, but desirable companions to, the popular Rand McNally Indexed Pocket Maps. They contain an index of the cities and towns shown on the map and valuable information for the sales manager, the salesman and the tourist.

Distinctive cover in black and white. The maps are 14x21 inches or larger, folded in ornamental cover; convenient pocket size, comfortable to handle.

**Price 25 Cents**

**RAND McNALLY & CO.**

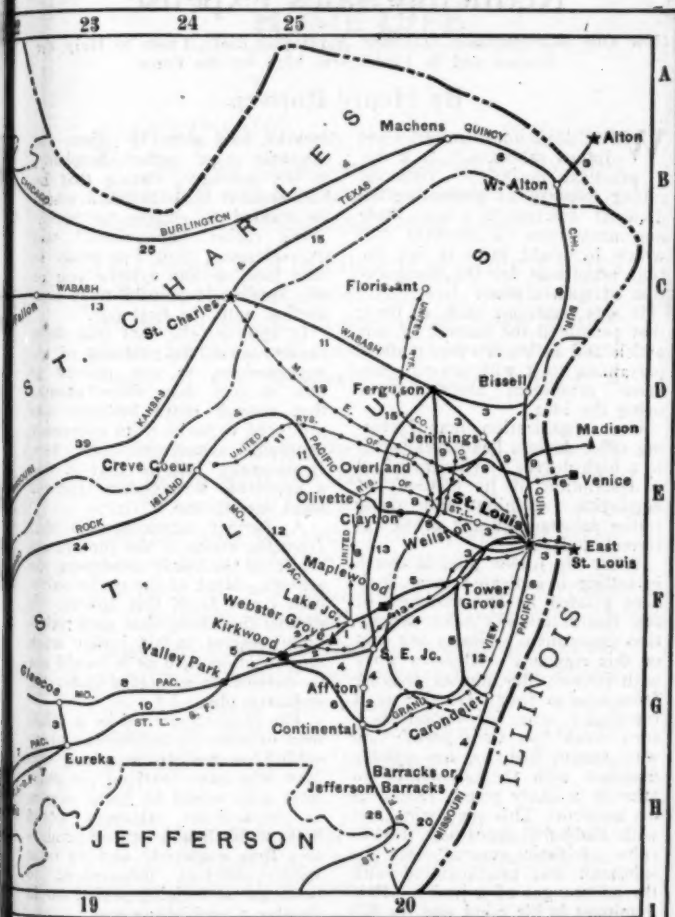
CHICAGO  
 536 S. Clark St.

Printers Publishers  
 Map Makers

NEW YORK  
 42 East 22nd Street



Complete series of Rand McNally Black and White Mileage Maps in atlas form, \$12.50. Write for description.



Figures show distances between towns

- Railroads
- Electric lines
- - - Routes
- Towns under 1000

- Towns 1000 to 2500
- Towns 2500 to 5000
- ▲ Towns 5000 to 10,000
- ★ Towns 10,000 and over

Copyright by Rand McNally & Co.

# The Junior Salesman as a Means of Reducing Sales Expense

How One Manufacturer of Office Appliances Uses Them to Help the Seniors and to Train New Men for the Force

By Henry Burwen

**W**HY don't more concerns use junior salesmen? Is it not a practical means of reducing selling expense, of promoting individual efficiency? Are there not many lines of business into which it would fit? Is not the time propitious for the inauguration of such a plan?

It was questions such as these that prompted the subject of this article and an inquiry into matters pertaining to it with several concerns prominent among those using the idea.

One organization manufacturing office devices has developed it to a high degree of efficiency, and a description of its methods of employing, training and using junior salesmen should prove extremely helpful.

What the junior plan is worth in selling is indicated in an incident related by the manager of one manufacturer's sales promotion department. Ninety per cent of this company's salesmen work with juniors, the number ranging from one to four. Of the small remainder, who for various reasons work "on their own," one was approached by his agency manager with the proposition to take on a likely young fellow as his assistant. This suggestion met with stubborn opposition, for in spite of their general use, the salesman was unacquainted with the advantages of a junior. Predominant in his mind was the \$25 a week salary it would be necessary for him to pay.

"Tell you what I'll do," said the manager; "I'll guarantee this junior's expenses for six months if he fails to produce enough extra business for you to more than cover the cost."

On this basis the proposition was accepted. Hardly three

months had gone by when the salesman came, rather sheepishly, to the manager, stating that he had another chap in mind whom he wanted to employ as junior. "He's rather high-priced," said the salesman, "but I'm ready to take him on and relieve you of any further responsibility in connection with the first one."

In spite of the fact that these juniors would be paid out of his commissions, it was proved to him in less than three months that enough extra business was produced to make it an extremely profitable arrangement for him. It naturally follows that it was a profitable arrangement for the local agency, too.

A further advantage is that from the ranks of the juniors are recruited the heavy producers, the seniors. Most of the senior salesmen come from this source. It means, therefore, that each salesman receives in his junior work an education such as it would not be possible to give him under the ordinary plan.

The training needed by a salesman in order to handle this proposition successfully is a long one. Men who have "arrived" in other lines who would be fit to employ as out-and-out salesmen would balk at the length of non-productive time required; and to offer them sufficient inducement to undergo the training period would involve a prohibitive cost.

## PLAN PAYS AS IT GOES

To obtain a successful junior now represents to this company an investment of approximately \$1,500. Most successful juniors later develop into seniors. If one fails to succeed, the loss is proportionately less than when ob-

*(Continued on page 133)*

# Mother's

*Magazine and*  
**HOME LIFE**

**E**FFECTIVE with the March 1920 issue the two magazines published by this ownership will be combined under the name *Mother's Magazine and Home Life*.

This comes as a fulfillment of definite plans to build the best, most helpful, most inspirational magazine in the small town field—plans formulated coincident with the purchase of the *Mother's Magazine* almost a year ago.

So *Mother's Magazine and Home Life* comes into being with the March issue—it has the sturdy stock of *Home Life's* small town circulation plus the cream of the special audience which *Mother's Magazine* has been reaching—it will maintain the high purpose of *Mother's* editorial aim—together with those broader features of home and community life which have characterized *Home Life Magazine*—an editorial policy which makes the title of the new magazine entirely descriptive—*Mother's Magazine and Home Life*.

*While the rate is based on 700,000, a generous excess, the natural result of the combination, will be given all advertisers.*

*Nelsongaard*  
President.

# Mother's

*Magazine and*  
**HOME LIFE**

## The Organization

The owners and officers of the publishing company are

**NELSON AGARD**

*President and Treasurer*

**PAUL E. WATSON**

*Vice-President and General Manager*

**ROY V. RICE**

*Secretary*

Announcement is also made of the following promotion

**PAUL R. SMITH**

*Advertising Director*

**JOHN D. BREWER**

*Western Advertising Manager*

**JOSEPH X. GOORIS**

*Eastern Advertising Manager,  
with offices at 1182 Broadway, New York.*

The general offices of the company, including the Advertising Department, are at 180 North Wabash Ave., Chicago.

# Mother's

*Magazine and*  
**HOME LIFE**

## Editorial Policy

The same high standard of editorial excellence which has characterized the *Mother's Magazine* will be maintained.

Dr. William H. Galland will write on infants' care and health in the home. Professor M. V. O'Shea of the University of Wisconsin continues as Educational Director, discussing the many problems of child training both in the home and in the school. Miss Henriette Weber is retained as Musical Director.

The Food Departments, Mother's Washington Bureau, Home Life Homes, together with other departments and special articles and fiction by nationally-known writers will be regular features.

*Mother's Magazine and Home Life* will be a vigorous, purposeful, helpful magazine dealing in a practical and inspirational way with all the fundamentals that make for a healthier, happier childhood, for a more complete family life and a broadening of community interests.

# Mother's

*Magazine and*  
**HOME LIFE**

## Page Size and Rates

*Page Size* — 680 lines.

*Type Space* —  $12\frac{1}{8}$ " deep by  $9\frac{3}{8}$ " wide. Four columns to a page. Depth of column 170 lines. Width of column  $2\frac{1}{4}$ "; double column  $4\frac{5}{8}$ ".

### Rates

Per Agate Line.....	\$ 3.50
Quarter Page (170 Li. S. C.)	550.00
“ “ (85 Li. D. C.)	550.00
One-Half Page (170 Li. D. C.)	1,100.00
Full Page (680 Li.).....	2,200.00
Fourth Cover (2 Colors)...	2,700.00
Second and Third Cover (Black and White).....	2,300.00
Inside Pages in 2 Colors...	2,350.00

Guaranteed Net Paid Circulation  
700,000.

Member Audit Bureau of Circulation

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taining salesmen by the usual method. Territory is not tied up as in the ordinary case; and there is little of that spoiling of business through improper handling by men who it develops are able to handle the proposition.

It would indeed be impractical for this sales organization now to work on any other than the junior plan; for its product has developed from the simple adding machine to a highly complex line involving a hundred different models and their application to modern machine bookkeeping.

It was this difficulty which first suggested the junior salesman idea. But it has grown to a very successful method of reducing sales expense by increasing the production from the different territories and from individual salesmen.

Regardless of cost, perhaps the greatest difficulty in the marketing of a specialty proposition is that of obtaining and keeping the right calibre of sales representatives. The junior plan has solved this problem.

Twenty-five per cent of all juniors employed succeed, judged by the standard of remaining or being allowed to remain a part of the organization two years or more. This in effect means that one-fourth of all new men taken on become *permanent* members of the selling force, for it has been found that if a man remains for two years he is likely to remain for ten. In most specialty propositions the mortality rate is extremely high, and it is probable that few can show a record such as this, judging from a similar basis. Indeed, many concerns could not begin to approach this result, for even if the same percentage of successful salesmen is obtained from the total employed, their permanence is doubtful, for specialty salesmen are notorious for frequently changing their jobs.

There was an applicant for a position once who complained to the sales manager with whom he was conferring that there seemed to be an endless amount of red

tape in hiring a man since he had been obliged to make half a dozen visits and interview a dozen different people. To which the executive sagely replied: "It has been my observation that when it takes a long time to hire, it takes a longer time to fire." There is a germ of truth in this which is very suggestive, for when a man has worked for two or three years to attain a position as salesman, he does not lightly give it up. And this accounts for the statement that if a man remains with the organization two years he is likely to remain for ten; and is the explanation of the two years' standard set up as the criterion of a salesman's success.

What are the methods which result in this large percentage of successes?

First of all, in selecting men the utmost care is used. Besides a promise of selling ability, they must know something of accounting, and must understand at least the rudiments of double-entry bookkeeping.

Then the recruit goes to school.—literally goes to school—for a period of two weeks to a month. In each of the several districts into which the country is divided schools are opened at frequent intervals. To them agency managers send their new men. At the larger agencies the school is conducted at the branch office itself. For the smaller agencies some central point—New York, for example—is selected, and recruits are sent from all around.

#### THE SCHOOLING FOR JUNIORS

Instruction is given by a real salesman who also knows how to teach. A combination of the two qualities is absolutely essential. Many are the salesmen who are wonderful producers at selling but fail utterly in ability to impart their knowledge to others. To be able to talk from experience is necessary that the instructor may gain the respect and confidence of the pupils. But to know also right principles of teaching is necessary if the knowl-

edge is to be firmly implanted in the students' minds.

A description of the school operated by one of the local agencies a few months ago will serve to show how this phase of the work is carried out. At the school were fifteen eager young men. They had been engaged at various intervals during the previous weeks, but had not been put on the payroll until the class was organized. This school continued for thirty days; and during this period they were paid a salary of \$25 a week.

Juniors are always paid a straight salary, which is covered by the agency for the first sixty days, after which it is paid by the salesman with whom the junior works.

From nine in the morning until noon and from one-thirty to five, the new recruits were kept on the job absorbing and learning methods of selling. In charge of it was an experienced salesman-instructor. For textbooks there were special manuals such as "Selling the Retailer," the various bulletins published by the company for direct mail follow-up, special material prepared by the educational department and personal experience of the instructor.

For the salesmanship end of the instruction, there were sales demonstrations in which the men acted as salesmen and prospects. There were special speakers from the factory. There were many descriptions of selling experiences. And there were discussions, and questions, and reviews, and examinations, the last as thorough and exact as those of a college course.

When the class was done, the juniors were distributed among salesmen in different territories. Seniors were of course consulted before final distribution was made and individual tastes served as far as possible but mostly the assignments were made at the discretion of the agency manager. (Under other circumstances where individual juniors are employed to fill single vacancies, the

arrangement is made jointly by the salesman and the manager.)

And now the thirty days' instruction is put to test. The duties of the new junior are to act as assistant to the senior and work according to his direction. Each senior is in effect a sub-sales manager. In outlying territory but one junior might be assigned to a salesman. In a city territory, the senior works as many as four. Generally the junior is assigned a certain portion of the senior's territory and instructed to canvass it from roof to cellar. His job is to uncover live prospects and arrange demonstrations and to collect information. He is required to make a report of every call, giving the correct name of the firm, the name of the individual, whether the office is conducted along modern lines, what adding or book-keeping machines, if any, are used, whether the concern is worth putting on certain mailing lists.

These reports are rendered in triplicate, one going to the agency office, one to headquarters, and one to the senior salesman. The information acquired from such an intense canvass of each district is of value to the local manager and to headquarters in determining territorial possibilities, in addition to the usual benefit of being able to keep tabs on the salesman's work.

#### ADDED KNOWLEDGE, ADDED DUTIES

Being wholly under the direction of his senior, the junior's reports are scrutinized by him, and mutually discussed each day. Daily, too, the senior plans out the work, indicating what prospects are to be called upon or what portions of the territory are to be canvassed. A form frequently used for this purpose is a long, narrow sheet upon which is listed in advance each call that is to be made.

At first the sole aim of the junior is to bring to his superior information regarding live prospects and arrange for demonstrations where possible. The dem-

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Oklahoma

# Let Us Help You Investigate the Farm Market for *Your Product*

¶ You know about the agricultural wealth of the nation—52 per cent of the sum total.

¶ You realize that it ought to mean much to your annual sales. And that the farm market is worth a special, *direct* effort.

¶ You know that the farm paper is the only medium which reaches that market in its entirety. There is no other way.

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## The Capper Farm Press

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with more than 1,100,000 circulation in the sixteen States which produce two-thirds of the agricultural wealth of the country, will carry your message to one farm home in every three in its rich territory.

¶ Let us help you investigate this market for your product.

¶ Our research department will furnish you facts and figures—not guesses. Or better yet will make a special survey for you.

¶ And we won't try to tell you how to run your business.

## THE CAPPER FARM PRESS

TOPEKA, KANSAS

ARTHUR CAPPER  
*Publisher*

MARCO MORROW  
*Asst. Publisher*

Capper's Farmer  
Oklahoma Farmer

Kansas Farmer  
Mail and Breeze

Missouri Ruralist  
Nebraska Farm Journal



## Tuck a Salesman Into Each Envelope

**Y**OU can do it—make your little price-list “stuffer” so inviting that the man who pulls it out with your letter can’t help giving it his attention.

Color is important—so is a clear background for your type-message—and the alluring, crisp “feel” that says “This is good paper.”

Hammermill Cover is the right paper at the right price for your leaflets, folders, booklets. For samples write Hammermill Paper Co., Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

*For Booklets, Folders, Broadsides, Catalogs, and all  
Direct-by-Mail Advertising*



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onstration itself is then given by the senior with the junior standing by. As the latter develops, this arrangement is reversed, the junior giving the demonstration with the senior listening ready to break in when help is needed. Still later the junior arrives at the point where he makes small sales entirely by himself, with his senior coming in only on the larger propositions or where the sale appears to be in danger. When juniors develop to this stage the method of treatment in each individual case is decided upon by discussion between the two.

Matters of delivery, setting up machines, making installations after the sale has been closed—such things are also handled by the junior to conserve the more valuable time of his superior.

For the first several months, too, the class instructor keeps in touch with the new juniors, working frequently with them in the field.

That such thorough training and supervision is not alone helpful, but essential, is shown by the experience of another concern which attempted the junior salesman proposition. With an insufficient amount of training the new men were sent into the field. Duties and plans of work were not definitely laid out for them. The seniors were not impressed with the necessity of close supervision, and the fact that the juniors' salaries were paid wholly by the firm lessened the inducement for them closely to direct the work. The sales manager himself was busy with a thousand and one details and no one found it incumbent upon himself to coach the men in the field after the brief initial training course. No definite understanding of where the junior's work ended and the senior's commenced was arranged. After an experiment of several months, the plan was given up.

Yet another agency in the same organization is using the junior plan with much success. The branch which failed is to try it

again, and will doubtless profit by its previous mistakes. The junior salesman idea is not one that can be put into effect successfully without considerable planning.

As with the seniors, quotas are set for the junior salesmen based upon demonstrations arranged and sales closed. At the agency we have in mind there is the Junior Quota Club. Entrance to it is based upon percentage of quota made. The junior who attains 110 per cent for two successive months becomes a member of the club. The usual condition, however, is reversed, and instead of paying entrance dues to the club, the dues are paid to him. This is, in other words, a prize, but in another guise. If 100 per cent is maintained three more successive months, an additional prize is paid. On the other hand, after gaining admission, if for the three succeeding months the record is not maintained, membership is lost but may be regained upon fulfilling the qualifications at any future time. The little gold button which indicates membership is highly prized, you may be sure.

Promotions to senior positions are made from the Junior Quota Club almost entirely, when the sales record and general development indicate that the junior is fitted for the position. It requires an average of twelve to fourteen months for the junior to reach this stage.

Summed up, it would appear that success in utilizing the junior salesman idea depends upon three points: First, thorough training; second, definite planning of work, and third, intimate supervision.

### B. F. Wolfinger With "World Outlook"

B. F. Wolfinger, recently with *Christian Work*, New York, is now advertising manager of *World Outlook* and *Everyland*, New York, official publications of the Interchurch World Movement of North America.

Gerald L. Palmer has been appointed western representative, at Chicago, of these two publications, and of *La Nueva Democracia*, a publication for Latin America, issued by the Interchurch Movement.

# Finding Advertising Ideas in Salesmen's Demonstrations

Arguments in Print Can Be Developed from the Personal Sales Tactics of Your Selling Force

By A. H. Deute

**T**WO salesmen were selling glassware in adjacent territories. One was getting plenty of orders and the other was doomed to be let out. Yet to the casual observer, the failure was doing the most and the hardest work. But as a shrewd old clerk remarked, "He works altogether with his feet and doesn't use his head," by which he meant to convey the impression that just hard physical effort doesn't make convincing selling talk any more than mere words make good advertising copy.

The only difference between the two salesmen was that the man who was getting the business had developed several little demonstration ideas. One of them was to come into a store and start rolling his lamp chimneys along the floor.

The very novelty of his performance brought clerks and customers to look on and with curiosity aroused, the order was half sold. Later on the advertising department of that firm adopted the lamp globe on the floor as a sure-fire way to tell its story to the user.

Millions of Economy Jars have been sold to thousands of housewives all over the United States and it is safe to say that many of them have been sold because the housewife became interested when she found she could slip her entire hand into the wide mouth of the jar.

Early in the life of the Economy Jar some wide-awake member of the company discovered that talking point, and not satisfied with just discovering it, he worked out a drawing showing the hand reaching down into the jar, and that has been made the trademark of the jar. To-day when

thousands of housewives think of convenience in fruit jar construction, they think Economy Jar because of the wide mouth. There may be other jars with a wide mouth, but this quick demonstration, easily illustrated tells the story and gives the Economy first call.

## HE PROVED HIS PRODUCT WOULD SELL

Not long ago in a small town a man stepped out of an automobile in front of a leading hardware and auto supply store. It was in the middle of the afternoon when there were the most people on the street. Right on the sidewalk in front of this store this man pulled an inner tube out of his machine, laid it deliberately in the middle of the sidewalk, pulled out his tire pump and blew the tube up tight. He made quite a fuss over his work and naturally drew the usual crowd of onlookers. With his tube nicely blown up, he took a vicious looking ice pick out of his pocket and jabbed a hole into the tube. He dropped the pick and seized a little piece of tube patching he had handy, slapped it over the hole and sealed it shut before much air had escaped. The crowd became tremendously interested and crowded up to see a few more holes punched. Then a few of them who were automobile owners were given little samples of the new patch.

With his atmosphere created, the salesman entered the store and asked for a chance to demonstrate in the window. Because it would be sure to draw a crowd and because the merchant was live enough to appreciate the value of a working demonstration, he let the man in. He also let him bring in a gross of packages of plasters and the

Babson says—

## **Providence 42% Ahead**

compared with an average gain  
of 22% for 175 representative  
sections of the country.

*From Babson's report on U. S.  
Sales Territories—January 1920—*

### **“Good Opportunity in Providence**

Providence activities centering largely  
in the manufacture of machinery, tex-  
tiles and jewelry, the present sold-up  
condition of the mills indicates con-  
tinued big business for the city and  
vicinity. Right now the city records  
42% more business than last year at  
this time. Are you getting 42% more  
sales in this territory than a year ago?”

## **Providence is Prosperous**

To increase your sales in this  
rich market, advertise in

***The Providence Journal***

and

***The Evening Bulletin***

21½c. a line daily and 12c. a line Sunday  
buys their combined circulation.

**The Providence Journal Company**

CHAS. H. EDDY CO.

Representatives

New York

Boston

Chicago



# Mark Sullivan

**needs no introduction  
to American readers**

His ability, his vision, his knowledge of human reactions and twenty years of Political study are coupled with unquestionable sincerity.

It is a real pleasure to announce that he will cover the Political situation for us during the coming year.

---

The addition of features in accordance with standard of "Post Quality" is no easy matter.

Let the engagement of Mark Sullivan be taken as an indication of that standard.

Faithfully yours,

*Edwin F. Gay, President*

**New York Evening Post**

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demonstration started right there. Before an hour was over, the patches had been sold down to the last couple of dozen. Then the salesman stepped out into the store, got his order for several gross and went on to the next town. He might have talked ten times as long as it took him to demonstrate before he got an order. And after he got the order, he probably would have had his goods go onto the shelf and forgotten. But with his little performance all learned, he not only got an order but got his line quickly advertised. I have been looking for some full-sized page ads, showing this thing being done, but some advertising department has failed to avail itself of this demonstration.

Sometimes we recall the ancient patent medicine shows of twenty years ago. We remember the shampoo and we remember the big "doctor" who would invite the small boy onto the platform and give him a free head wash, bringing out untold handfuls of black lather, plainly demonstrating the wonderful merits of his shampoo. And then how the dollars did tinkle in! There are many fine old axioms of salesmanship to be derived from the work of the patent medicine man and his itinerant company of the last century.

Advertising copy which shows the merchandise in use, and especially in unusual ways, is bound to attract. If I were to buy varnish to-day, I would instantly ask for Valspar because I know you can pour hot water onto the table and it won't hurt this particular varnish. I have never stopped to investigate whether there are half a dozen other brands that can stand the hot water test and I probably never shall. It is enough for me that Valspar will survive the test. When one stops to think about it, there is mighty little chance of one's wanting to take a tea-kettle of boiling water and pour it down onto a fine table top. But still it is nice to know that you can do it if you want. And furthermore it fixes Valspar

so definitely in your mind as a varnish that will stand up that you take to it readily. It would probably take two hundred words to describe what this picture describes. This actual demonstration can be seen and understood at a glance. Here was a case where some clever salesman worked out a good sales approach and an advertising man knew enough to make the most of it.

#### A SUCCESSFUL SALESMAN MAKES A DEMONSTRATION

One of the finest salesmen in the world is undoubtedly Alexander H. Kerr, who has been at the head of the Economy Jar concern, the Kerr Glass Manufacturing Company, since its inception, and he deserves credit for another selling demonstration which in its way is just as effective as the hand in the jar. This is the quick demonstration to show that the Economy Jar seals itself by forming a vacuum when the hot contents cool and shrink.

The salesman takes a piece of paper which he lights and permits to blaze up. He drops it into the jar and quickly clamps on the lid. He holds up the jar and explains to the dealer that what is now going on is exactly what happens when the housewife fills the jar and puts on the cap and sets it aside to cool. While he is explaining this, the fire has been choked for want of air and the warm air inside the jar has cooled sufficiently to contract to the point where a vacuum has been formed in the jar and the cap is sealed on. The dealer cannot pull it off. He is bound to be impressed as is any woman who may be in the store, with the fact that the Economy is a sure and safe and permanent sealing jar which protects the contents absolutely.

There is a most effective demonstration which many chocolate salesmen use. It is to give the dealer a package of candy, let him break off a piece of chocolate and rub it down in the palm of his hand to ascertain for himself how smooth the coating is. I was in a store when a salesman put into

the dealer's hands a nice box of chocolates and strongly emphasized this smooth chocolate and asked the dealer to try the test. The dealer did so and licked his fingers. He took a piece of candy. He found it good and took another piece. He had one of his clerks who had come up try the test and then a customer entered into the spirit of the thing. All the time this salesman had to stand back and grin politely while his prospective purchaser was proving to his own satisfaction that the chocolate was smooth and rich. One could not help but wonder what this particular demonstration and test cost this manufacturer.

#### PRACTICAL DEMONSTRATIONS IN RECENT ADVERTISEMENTS

In a series of recent advertisements to the consumer the Millers Falls Co., of Millers Falls, Mass., has taken splendid advantage of this idea by illustrating the fact that its hack saw will cut metal as easily as it will saw wood. I don't know how many competing saws will do that, neither do the Millers Falls people claim to have a corner on this stunt, but undoubtedly the man who is going to buy somebody's hack saw is going to give preference to this particular saw because he knows that it will do a certain thing. A complete full page of copy about the kind of steel used won't interest the average consumer nearly so much as the picture of what the saw will do. Because people are interested in the service rather than in the commodity, the pulling power of the unusual demonstration is tremendous.

A copy man who got mighty close to this idea without actually taking advantage of it, started out well in his full page tractor advertisement by saying "Performance Proves." Then he goes on to tell about modern engineering and practical knowledge his concern has gained from farm fields. But he forgot all about showing any proofs of performance. Yet that is exactly what the buyer these days likes to see

and the one thing that holds his attention. One of the very best tractor salesmen in the big tractor market in the Far West told me this: "If there is one thing a farmer who is thinking tractor wants to know it is what the tractor will pull. He likes to be able to visualize his tractor doing all that he is going to require of it and a lot more."

In the same publication, an advertising man gets his proposition right across without a moment's delay and not only attracts attention but sells his product, "Tom Sawyer Washwear," by showing a youngster deliberately wearing out clothes sliding down the bannister. That picture brings joy to the hearts of all prospective buyers of boys' clothing. It is safe to say that for every casual reader of that periodical who would wade through a page of copy headed: "Do Your Boy's Clothes Wear Out Too Fast?" a thousand will "get" the idea from this picture and go on and read. It is a most convincing demonstration and it attracts attention.

A little further on in the same periodical we notice an advertisement of children's rubber overshoes. One cannot help but wonder how much more effective that advertisement would have been if an illustration could have demonstrated these rubbers standing up under hard usage.

And in conclusion we get back to this: people buy merchandise for what it will do. They are attracted by the service, rather than the commodity. Just as they like a fruit jar that you can reach into or varnish that can stand the hot water test and boys' clothes that will stand bannister sliding, so naturally are they attracted by the copy which puts this before them first of all.

Just as the salesman who rolled his lamp chimney across the floor got the attention of the buyer much more readily than the salesman who used the usual arguments, so the advertiser who can picture some unusual service rendered by his commodity will get the attention of the casual reader.

# *A Thompson Colorgram*

Brought 7 per cent greater returns than the most sanguine anticipations of one of its users.

They are printed sales letters two or four pages, in two, three or more colors.

The illustrations are cartoons, photographic, pen-and-ink sketch or combined treatment.

Effective because of merchandising force in every word and every picture.

Based on analysis and study of the client's distribution and selling conditions.



Originated, designed, written, illustrated, produced and—if desired—mailed by one organization. No divided responsibility.

Direct advertising in the most resultful form.

*Particulars without obligation to executives applying on their letterheads.*

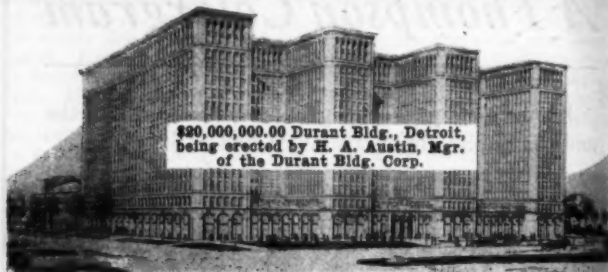
**GEORGE SETON THOMPSON COMPANY**

*Sales Promotion Literature*

120 West Polk Street

Chicago, Ill.

# THE LAST WORD IN BUILDINGS



The first difficulty of every salesman of basic materials is to reach the actual buyer; the owner or the owner's representative supervising the construction. The salesman may influence the architect and get his goods specified with the usual "or equal" specification, perhaps to find that in the end some other salesman has reached the real buyer and the "or equal" is used.

**BUILDINGS and BUILDING MANAGEMENT** is subscribed for by the manager of the Durant building and 85% of the executives in charge of the \$500,000,000 of new construction begun or contemplated for this year. This one manager recently placed an order with one of our advertisers, A. M. Byers Co., Pittsburgh, for over 1,000 tons of Byers Pipe for this building.

The readers of **BUILDINGS and BUILDING MANAGEMENT** now manage (including the buying for) over 21,000 buildings!

## KEEP "ONE JUMP AHEAD"

of your competitors by putting your message before the men who determine what materials shall go into their new buildings in 1920. **BUILDINGS & BUILDING MANAGEMENT** is published every other week for these executives exclusively.



## AND BUILDING MANAGEMENT

Published by Porter-Langtry Company  
Also publishers of National Real Estate Journal

920 City Hall Square Bldg.

Chicago

HERE'S  
ONE  
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off the  
Bat:

F. M. Sayer Co.,  
Sixth Floor, Black Bldg.,  
Los Angeles. Oct. 11, 1919.

Buildings and Building Management:

I am taking over the construction of a new building in this city, and would like to hear from you as to the latest materials, labor-saving devices, etc., going into the newest eastern buildings.

Yours very truly,

(Signed) Lemuel Frees,  
Mgr. Black and Hollingsworth Buildings.

# Advertising Helps Far-West Industry Competing Against Eastern Prestige

Pacific Plumbing Fixture Companies Do Not Have to Rely on "Buy-Home-Products" Appeal in a Campaign to Architects, Plumbers and the Consumers

By Emil Brisacher

THESE days when it's easier to sell goods than to manufacture them are days of danger.

The time is soon coming when the law of supply and demand will alter this condition in many lines of industry.

Investigations of California consumers have disclosed the fact that they prefer Eastern and European merchandise to California-made goods—with the exception of fruit and vegetables.

This is a natural condition. Distance lends enchantment. There is no romance about a San Francisco product to a Californian. But there is romance about a New York product, or a London product.

No doubt you yourself have bought things just because the clerk said, "This is imported, sir."

Let me illustrate with the story of a typical California industry which defeated this feeling.

Five years ago the Pacific Plumbing Fixture Companies of Richmond and San Pablo were producing a line of plumbing fixtures that were only equaled in quality by one other manufacturer in the United States. Over in their three factories 400 men, inspired with the joy of producing quality merchandise, maintained a consistent high quality.

Their manufacturing costs were such that they could meet the price of all reputable Eastern brands. But did the Pacific Coast plumber and architect appreciate these facts?

No. They continued to specify and favor Eastern plumbing fixtures until full page space was taken in all the architectural pub-

lications and prestige-building advertisements were run.

The architects were impressed with the fact that the Pacific Plumbing Fixture Companies were a large, permanent organization, manufacturing a quality line of beautiful designs and backing their merchandise by an iron-clad guarantee. They were told of the international business that the Pacific Plumbing Fixture Companies were doing.

The advertisements were conservative in copy, illustrated by quality art work, and gave the impression of a gigantic institution's advertising.

Seemingly personal letters were written frequently to all the architects, calling their attention to some special fixture, or discussing a condition of the industry.

The plumbers were attacked from another angle. Circulars were sent them monthly, calling their attention by graphic illustrations and cartoons to the Pacific ideals—the quality of Pacific plumbing fixtures and the talking points of the fixtures. The circulars talked to the plumber in his own language—suggested ways of getting more business—offered him advertising helps and gave him valuable information. Letters were written every two weeks.

And now what is the state of mind of the Pacific Coast architect and plumber?

A recent investigation disclosed the fact that practically every architect believes that Pacific plumbing fixtures are equal or superior in quality and design to any Eastern brand. They prefer to specify Pacific plumbing fixtures to most any Eastern brand.

And as for the plumbers. Well, they sort of feel that they know the Pacific organization rather well—they have a very friendly feeling toward the house and the line. And now with the architects and the plumbers boosting for their merchandise, the Pacific Plumbing Fixture Companies are going whole heartedly after the consumer to convince him of the superiority of Pacific plumbing fixtures. The fact that their factories are twelve months oversold does not interfere with their intensive advertising plans.

Can you imagine a much more difficult line to advertise than Pacific plumbing fixtures? They are sold through jobbers to plumbers and then to consumers. The average man buys plumbing fixtures just once in a lifetime and doesn't profess to understand the first thing about them. There is no means of identifying the brand except by the label, which is washed off as soon as the fixture is installed.

The results of this campaign offer food for thought to the man who says "My business is not advertisable."

We can not expect the public to buy our products simply because they are made in California. The public is only superficially interested in that fact. But if you convince them that your product is equal or superior to Eastern products and is made in California you win their patronage.

You will find it profitable to look upon advertising as good-will insurance that oils the machinery of distribution—as a means of attaining volume and a permanent patronage that no jobber can destroy.

A few years ago a large California food product manufacturer was marketing his entire output under private brands, selling to five jobbers.

One year his competitors underbid him, the jobbers bought from rival houses, and at the season's end he found himself with his entire output on his hands.

He immediately plunged into a gigantic advertising campaign,

hurriedly organized a sales force to cover the nation and endeavored to distribute his product through his own organization.

But he failed—failed because consumers' buying habits can not be changed overnight.

Public opinion and tastes change slowly. You can not expect advertising to rush people off their feet any more than you can expect a salesman to dash in and oversell your factory the first time 'round his territory.

Now if this manufacturer had only seen the danger of his marketing methods in time—if he had only refused to place himself in the power of five buyers he would be a dominating factor to-day, instead of a small struggling manufacturer.

If he had invested a small percentage of his sales in consumer advertising, and distributed a part of his product under his own label and brand, he would probably have been able to meet the crisis.

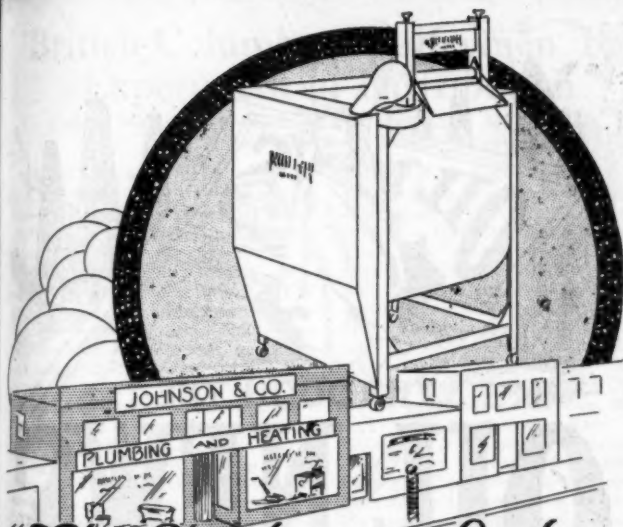
You carry fire insurance and you carry accident insurance, but do you carry good-will insurance? If your factories were destroyed by fire to-morrow and you were not able to manufacture again for two years, what would your business be worth the day after the fire?

There are a number of trade names that would find buyers willing to pay from two to ten millions of dollars for them. What is yours worth now? What's it going to be worth ten years from now? How secure are your present distributing connections—if competitors should offer them a lower price would you find yourself out in the cold? Does the protecting wall of good-will insurance protect your institution from the inroads of price competition? — *California Industries Magazine.*

### C. F. Stewart Advanced at All-American Truck Co.

C. F. Stewart, who has been Eastern sales manager at New York, of the All-American Truck Company, Chicago, has been made general sales manager, in charge of sales and advertising, of that organization.





## *"The Plumber as a Dealer in Power Washing Machines"*

is the title of a Survey compiled by the Research Department of Domestic Engineering.

It will be of interest to every man connected with the washing machine industry, because it gives facts and figures regarding the plumber, who, it is conservatively estimated, will sell over 100,000 washing machines during 1920.

The Survey covers the development of the industry, the unusual recent and present demand, the consumers, the dealers and the future market.

Upon request a copy of the Survey will be sent to washing machine manufacturers or their agencies. Your letter should be addressed to the Research Department of

# DOMESTIC ENGINEERING

*The Plumbing and Heating Weekly*

407 South Dearborn St. CHICAGO

Member Audit Bureau of Circulations  
Member Associated Business Papers, Inc.



Represented by the producers, refiners, marketers and distributors of petroleum and its products. "OIL NEWS" places your selling appeal before these men who carry on a big business in a big way.

"OIL NEWS," the oil man's magazine, blankets the petroleum field—it will carry your message to buyers who are constantly in the market for a wide range of commodities.

75-100 pages, issued semi-monthly. Read and trusted by oil men in this country and overseas. The most effective and economical means of reaching the world's oil market.

*Rate card and full information on request.*

**SHAW PUBLISHING CO.**

910 S. Michigan Ave.

Chicago, Illinois

# British Columbia Poultrymen Try Experiment in Distribution

To Extract Maximum Profit from Restricted Local Market, Milk Producer's Retail Company Handles Eggs

WE have had numerous "plans," most of them utterly unsound and impractical, to revolutionize or revise distribution methods in farm produce. It is a dull month which doesn't produce one or more "solutions." The middleman has been unjustly attacked so many times that some of the level-headed ones may have assumed that our distribution system, *in toto*, is just about right; that "direct from producer to consumer" is unstable theory; and that important changes in farm produce selling methods are unlikely, if not out of the question.

Take fresh eggs, for example. We have here to unfold a development in "eggs direct" which is most unusual in character. If it works out, and it has every chance to, we may begin to shade a little in our views on this important subject. At least, it furnishes something for serious thought.

Guaranteed fresh eggs, cartoned, "direct to consumer," have been before the reading public for several years. There is something about this guaranteed fresh egg plan which "gets us." It gets farm-paper editors, too. It has been described in scores of articles and developed in a row of college textbooks.

Sometimes individual producers have used the plan, sometimes co-operative associations, sometimes country creameries. In at least one case, to the writer's personal knowledge, a country store man used it under a special arrangement with farmer-customers.

But it hasn't revolutionized the egg business. Not by a long shot. The number of such guaranteed eggs sold direct to consumers is insignificant, hardly worth attention in itself, compared with the total egg trade. Many of those trying the plan give it up. It makes slow headway.

During the time this plan has

had publicity—quite a number of years—there has been remarkable development in co-operative egg selling. The Canadian egg circles, first organized on Prince Edward Island, are the most famous, on their merits. Prince Edward Island was one of the very few places in the whole world where egg production increased right through the war. Then, within the past two years, California organized poultrymen have sold eggs in a large way. In California and Ontario, using cold storage, and in Nova Scotia, using waterglass, co-operating producers have taken to themselves some of the profits formerly made by outsiders.

The foregoing organized poultrymen, doing business on a genuinely extensive scale, all handle eggs in case lots and sell at wholesale. They do not attempt to reach the consumer. The dozen-lot carton is too small for them to bother with. They are glad to avail themselves of existing distribution channels.

## THE BRITISH COLUMBIA METHOD OF SELLING DIRECT

The organized poultrymen who are handling their sales problem in a radically different way are those of British Columbia. They have been organized for some months, selling fresh eggs through regular wholesale channels. Now, having recourse to a rather novel form of co-operation, they are selling eggs "direct to consumer," in the Vancouver local market.

They have allied themselves with the Fraser Valley Dairies, Limited, the retailing organization of the Fraser Valley Milk Producers' Association, under an arrangement whereby the latter's milk carts deliver the guaranteed fresh eggs. The milk concern is essentially a selling agent, but it is a new kind of selling agent. Here

is the text of the recent newspaper announcement, an illustrated advertisement. The illustrations picture the carton, the seal of the Poultrymen's Union of British Columbia, a Fraser Valley milk wagon, and a driver handing a carton to the housewife. Inasmuch as over three-fourths of the milk retailed in Vancouver is delivered by this single organization, the egg producers' outlet is an efficient one. The text reads:

**"NEW LAID EGGS**

"Direct from the poultry ranch or farm to your door.

"Daily delivery.

"For the convenience of its customers and the general public, the Fraser Valley Dairies has made arrangements with the Poultrymen's Union of British Columbia for the distribution of

"'B. C. Maid' eggs bearing the guarantee of the Poultrymen's Union as to quality.

"The eggs are delivered in cartons of one dozen each, sealed with the official guarantee of the union.

"Strict grading as to size.

"Eggs are graded as to size and priced accordingly—the method followed approximates as nearly as possible the selling of eggs by weight—you get just what you pay for.

"Grades offered are: Specials—extra large; Extras—above normal size; No. 1—normal size; Pullets—extras.

"Delivery made at the latest on morning following giving of order.

"Order a week-end supply of 'B. C. Maid' eggs to-morrow for delivery on Friday."

Some details will make clear the significance of what is really an unusual experiment in distribution, as it will also show why British Columbia producers have adopted this course. The alliance of the poultrymen with the dairymen is not merely for the sale of eggs—it extends also to the buying of feed. Inasmuch as both milk and eggs are produced in the same general territory, by farmers who are neighbors, and as co-operative milk retailing is already successful, there is every chance that the experiment will "prove out."

The poultrymen are following the new method for the same reason that the milk producers, already selling at wholesale co-operatively with success, turned retailers—to obtain for themselves the maximum profit from a restricted local market.

**LOCAL MARKET OF UNUSUAL IMPORTANCE TO PRODUCERS**

British Columbia is somewhat unfortunate in its geographical location. On one side it has the Pacific, on another the Yukon, on the south the international boundary and on the east, first the mountains and then the prairie provinces. Its valley soils invite intensive cultivation, yet the big markets which intensive cultivation needs are not at hand. As to production costs, the province has not the economic advantages which offset great distances. Farming, except in the case of fruits and berries, is consequently largely to supply the local market, relatively small.

The co-operating dairymen were about as successful selling at wholesale as farmers could be. They had the local market absolutely "in their palm." They could set any wholesale price they wished to, consistent with good business judgment. They found that they had increased their profits as much as they could, working along this line. They weren't satisfied. They hadn't begun to exhaust production possibilities.

Last spring, forming a subsidiary concern, they entered the retail field. They bought out, initially, the largest single distributor. Then—possessing a tremendous trade advantage—they quickly acquired other distributing businesses, until they were retailing practically all of Vancouver's milk. They accomplished the anticipated economies in distributing costs, and wisely passed a portion of the saving on to the consumer. Last fall, at the time when milk went up everywhere, the pasture season ending, the Fraser Valley Dairies, Limited, kept the Vancouver price at the summer level.

PRINTERS' INK has already re-

# 1919 ADVERTISING IN SYRACUSE

Syracuse merchants realize the pulling power of the Daily and Sunday Herald. Study the figures below.

## DEPT. STORE

Herald .....	1,746,689 lines
2nd Paper .....	1,390,984 lines
3rd Paper .....	1,346,408 lines

## MEN'S WEAR

Herald .....	620,396 lines
2nd Paper .....	582,659 lines
3rd Paper .....	486,983 lines

## WOMEN'S WEAR

Herald .....	1,024,135 lines
2nd Paper .....	800,712 lines
3rd Paper .....	590,443 lines

## SHOES

Herald .....	298,151 lines
2nd Paper .....	206,220 lines
3rd Paper .....	172,487 lines

## FOOD

Herald .....	687,057 lines
2nd Paper .....	490,679 lines
3rd Paper .....	313,859 lines

## CLASSIFIED

Herald .....	1,231,762 lines
2nd Paper .....	727,874 lines
3rd Paper .....	688,702 lines

## TOTAL VOLUME

Herald .....	10,782,681 lines
2nd Paper .....	8,613,122 lines
3rd Paper .....	7,447,762 lines

In every important classification THE HERALD leads. Largest evening circulation of any Syracuse newspaper.

# THE SYRACUSE HERALD

Syracuse, N. Y.

Foreign Representatives

FRALICK & BATES, INC., NEW YORK AND CHICAGO

# A World's Record Made in Canada

The FAMILY HERALD and WEEKLY STAR reaches *one* out of every *five* farm homes in Canada, *every week*.

A publication reaching the same proportion of farm homes in the United States would have a circulation of 1,300,000. (There is no such publication.)

The FAMILY HERALD and WEEKLY STAR holds the world's record for covering territory. In every province, in every county, in every township of Canada where there are farm homes, you will find this great National Farm Journal an important factor in the lives of the farming people. It has held their full confidence for more than fifty years.

As an advertising medium the FAMILY HERALD and WEEKLY STAR is endorsed by every leading advertising agency and advertiser who knows Canada.

## Circulation Exceeds 150,000 Weekly

Member Audit Bureau of Circulations

Advertising rate, 40 cents per agate line. For either Eastern or Western editions, separately, 25 cents per line. Published every Wednesday; forms close previous Wednesday. Full page type space, 10 x 17 inches (952 agate lines). Columns, 238 agate lines x 14½ cms, four to page.

## The Family Herald and Weekly Star

Canada's National Farm Journal

Montreal.

Established 1870

Canada.

New York Representative:  
DAN A. CARROLL,  
Tribune Building.

Chicago Representative:  
J. E. LUTZ,  
First National Bank Bldg.

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counted (November 6 issue) how these dairymen are holding for themselves the home market for their fresh-made butter. This butter is delivered by the milk drivers. So this unique distributing organization, owned by producers, not alone overcomes overlapping deliveries in Vancouver, but distributes simultaneously butter and ice cream, and now eggs—direct to the consumer.

The poultrymen incidentally, in resorting to the new sales plan, are putting into operation the most drastic change ever attempted in America in retail egg selling methods. We refer to the offering of four grades, at four different prices, based strictly on size, the grading being controlled and the prices set by the producer.

As the advertisement states, the method followed as nearly as possible approximates selling by weight. Of course, the egg trade in both Canada and the United States recognizes difference in the intrinsic value of eggs, and grades strictly—but this grading as yet affects producers little, most of them not at all, while the consumer may or may not benefit, depending on the custom of the retailer. These progressive British Columbia poultrymen are going right to the consumer with their advanced policy in regard to grades.

In adopting these new selling methods, British Columbia producers, carefully studying distribution, find leaks—plenty of them—and in a business-like way set about establishing a new system which will enable them, mainly through greater efficiency, to make better profits.

It's something to think about.

With good marksmanship, S. E. Kiser tinkled the bell in his *Printers' Ink Monthly* poem, "An Ancient Object Lesson." The Chinese didn't advertise. The Chinese don't advertise. We might almost say that, racially, they seem to lack the advertising instinct. Their business ability goes so far—then falls short.

But the Chinese appreciate whatever there is in the "Direct from Producer to Consumer" idea.

## Keeping Up With The Times

### A FACT A WEEK

What would you think  
if a farmer owned two  
fields of fine, ripe grain  
and  
he deliberately refused  
to cut and harvest one  
field?

That farmer would be like  
the advertiser who uses  
only one newspaper in  
Washington.

Washington is a two-  
paper city, and *The Times*  
is one of the two.

### The Washington Times

WASHINGTON, D. C.

When the East  
Reaches the West

LOS ANGELES

**EVENING HERALD**

The greatest week-day  
advertising medium on  
the Pacific coast.

**DAILY CIRCULATION**

**123,305**





## Sloganful Copy

I dig for those gold nuggets of information that give my copy that *extra* pulling power.

And I keep my copy on the level of the eyes of the people who read it, so that *everybody* understands it.

It is seasoned with humor and human interest.

Why not let me write you a series of advertisements—from a new angle?

Series of advertisements for advertisers and agencies. Out of town orders receive prompt attention.

*E. Sampson*

**Box 333**

Gen'l P. O. New York City

They are the greatest little "direct sellers" you ever saw. Temperamentally we Americans and Canadians are advertisers. Isn't it a fact that, temperamentally, we are not "direct sellers" in the common meaning of the term? Direct selling as the British Columbia producers have adopted it is essentially a new development of the idea.

These remarks are provoked by a situation in vegetables which existed until Vancouver somewhat altered it by adopting a business tax which hit the Chinese vegetable vendors hard. In Vancouver, the bulk of the city's vegetables were formerly sold direct to the housewife from Chinese wagons.

It is probable that at least 75 per cent of the local vegetables consumed in Vancouver, with the exception of potatoes, onions and celery, were grown by Chinese market gardeners who maintained their own retailing outfits. Every Chinese farm had its wagons which daily went to Vancouver and covered the same routes week in and week out, selling to the housewife in small quantities. The whole vegetable trade was on this basis, with the exceptions mentioned—a basis rather offensive to British pride but one which undeniably appealed to the housewife. The writer nowhere has witnessed or heard of more efficient city-wide service in "direct to consumer" goods than this furnished by Chinese gardeners.

Why the Chinese felt this way about direct selling is hard to say. They weren't organized. They didn't advertise. A good white market gardener would scorn their grading methods—or rather lack of them—even their cultural methods. But they sold "direct from producer to consumer."

Somehow we Americans don't "cotton to" selling produce direct, in the common meaning of the term. When we do sell direct, in a large way, it will likely be in some such manner as these enterprising British Columbians now do with milk, butter, ice cream and eggs.

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## *how broad is your horizon?*

**Y**OU devote most serious thought to the selection of the best materials and the best machines in order to secure the utmost efficiency in production.

Do you exercise the same careful judgment in promoting your selling end to the same high level?

Your Printer should be of invaluable assistance in this department, but it takes a man of broad vision to discriminate between the one who sells you paper, ink, and impressions, and he who creates the only kind of printed literature worth buying: that which sells the goods.

A card will bring an executive

### THE FRANK D. JACOBS COMPANY

*"Salesmanship in Print"*

PHILADELPHIA

Sheridan Bldg., Ninth and Sansom

NEW YORK

277 Broadway. Phone: Worth 1272

# The Rotary Platform

Excerpts from the Rotary Platform, which indicate the character and standing of the 50,000 men who compose its membership:

¶ " . . . On account of its limited membership the Rotary Club does not constitute itself the voice of the entire community on questions of general importance, but its actions on such questions is of great influence in advancing the civic and business welfare of the community.

¶ "The Rotary Club demands fair dealings, honest methods, and high standards in business. . . . Election to membership therein is an expression of confidence of the club in the member elected, and of its good will towards him.

¶ "Service is the basis of all business"—This spirit of service is exemplified thru their publication

# THE ROTARIAN

*The Magazine of Service*

Published Monthly by the International Association of Rotary Clubs

Eastern Representative  
WILLIS W. CONSTANTINE  
11 East 17th St., New York

CHICAGO

Advertising Manager  
FRANK R. JENNINGS

Great Britain  
THOMAS STEPHENSON

919 So. Michigan Ave., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Member Audit Bureau of Circulations

# Results Count

Opticians  
Linens  
Insurance  
Dogs  
Auto Bodies  
Soaps  
Perfumes  
Phonograph Motors  
Pipes  
Masonic Emblems  
Hair Toilet Preparations  
Shoes  
Art

Advertisers who recently have expressed unusual satisfaction over results from Life.

Note the variety of appeal (men and women).

Life is pulling results as never in its history due to the largest circulation (net) ever enjoyed—its Real Circulation.

We could build a much larger volume of circulation if we forced it—but it would not pull as Life's Real Circulation pulls.

*Geo. Bee. Art.*

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

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## Why Paper Is Scarce

There is a parallel in the methods of the Interstate Commerce Commission. How many reports of one kind and another should a railroad like the Pennsylvania make to the Interstate Commerce Commission in a year? If those reports were well digested and inclusive, 500 a year would seem ample. Let us take fool measure and say 10,000. In one year the Pennsylvania, for its lines east of Pittsburgh alone, made upwards of 110,000 reports to Washington. Multiply this by 200 railroads in the United States and see what a single bureau can devise in the way of impediments to the productive power of the country's greatest industry.

Some casual caller asks a commissioner, half in jest, how many cats are kept to catch mice in the stations of a railroad. They are on the point of going out to a brief two-hour luncheon, but the commissioner instructs a subordinate to find out, and promptly forgets all about the matter. Does that clerk refer to the files to see if the question has been already answered? No. He dictates a manifold letter to about 200 railroads.

When the answer is received, in the exact form required by the commission, everyone has forgotten what the question was about. The 200 reports are not even read, except by superfluous statisticians who calculate the number of cats and check by the number of tails, as likely as not getting their useless figures balled up by a single animal of the Manx variety, which has no tail. —*Wall Street Journal*.

## Woolworth Has Large Sales on December 24

The sales of the F. W. Woolworth Co., on December 24, amounted to \$1,645,421, against \$1,365,926 on the same date in 1918. Sales for seven days before Christmas aggregated \$8,890,409 compared with \$7,382,931. For the year past the sales aggregated \$119,491,033, against \$107,180,896 in 1918.

## T. R. Smith, An Owner of "The Street"

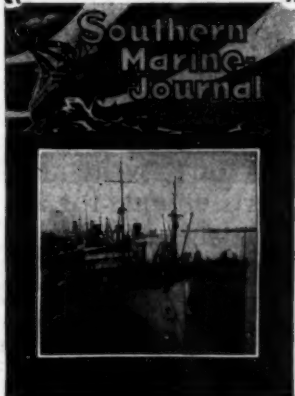
T. R. Smith, at one time circulation manager of *McClure's Magazine*, New York, and recently metropolitan sales manager of the *New York Times*, portfolio, has acquired an interest in *The Street*, financial weekly, New York, and has been made business manager of that publication.

## P. W. Lennen An Officer of Royal Tailors

Philip W. Lennen, for the last eleven years sales and advertising manager of the Royal Tailors, Chicago, has been elected vice-president of that organization, and will serve as chairman of the president's executive staff.

## 'Way Down South

is the scene of America's most active port development. Big buying orders await your selling message, if you have what they want. Use the columns of the Southern Marine Journal to reach the executives of all marine industries in this rich, growing field, the dominant medium with the largest NET PAID circulation of any marine journal in its territory, all the way from Brownsville to Baltimore.



The Southern Marine Journal serves as an influential purchasing guide to Southern port buyers, because it is **THEIR JOURNAL**, devoting its sole energy to the upbuilding of Southern marine industries. Include it on your 1920 list and make your campaign do 100% service.

**SOUTHERN  
MARINE  
JOURNAL**  
HOUSTON, TEX.

Applicant for Membership in the  
Audit Bureau of Circulations

## **Wanted**

### **A Big, Growing, All-Around Business Paper Man**

for general association work. Must be able to qualify in market analysis, research work, and campaign planning. Should be able to sell the Business Paper idea in a big way through correspondence or in person; write advertisements for advertising; handle office details; make an acceptable public talk; write and lay out booklets; and perform other duties incident to association work. Apply by letter giving full personal details and salary requirements.

**JESSE H. NEAL**

*Executive Secretary*  
The Associated Business Papers, Inc.  
220 W. 42nd St., New York

### **"Business First" at This Year's A. A. C. of W. Convention**

E. T. Meredith, President, Aims to Have a Programme That Will Attract Business Men and Give Them Value Received—Jesse H. Neal Appointed Head of Programme Committee

**"THE Indianapolis Convention of the Associated Advertising Clubs of the World will have a new subject to discuss—Advertising."**

The new president of that organization, Edward T. Meredith, has decided upon that subject as the most fitting. He reported this decision in an address before the New York Advertising Club on January 9.

That brass bands will give way to brass tacks at the Indianapolis convention is a prophecy based upon his laconic report on the plans for that convention.

After dwelling upon the value of the advertising club to the advertising profession, and the necessity of giving eternal support to the work of the Vigilance Committee of the Associated Clubs, Mr. Meredith turned to the 1920 convention theme, saying:

"It seems to me that we can have a convention addressed only by experienced speakers. We should plan to run it as we plan an advertising campaign: (1) Analyze the field; (2) select the salesmen; (3) choose mediums; and (4) provide for dealer influence, dealer contact, co-operation, and distribution. In this way we would cover the ground just as the advertising man does from the day he begins a campaign until the advertiser banks his profits."

Mr. Meredith stated that his plans for the gathering were incorporated in a letter to the programme committee. The following quotation is taken from that letter, which was read by Mr. Meredith:

## Personal Stationery *where the* House Letterhead Intrudes

**M**ANY letters you write, distinctly personal in bearing, on which the firm name and address doesn't fit as well as your *own* name and address. You write these letters as a private individual, apart from business affiliations. You want them to appear, probably, more exclusive than house communications. You wish more to emphasize a *personal* importance. . . . Have reserved for such use an

### Olson Personal Stationery Set

—*steel engraved* with your name, and town or city address, on Old Hampshire Bond paper, in either Gothic, Old English or Roman lettering—whichever you may designate below:

**THOMAS H. CABOT**  
BOSTON

**Elliott Field**  
*Chicago*

**JOHN VAN DORN**  
NEW YORK CITY

Each set consists of two sizes of paper—100 note sheets and 150 letter sheets (Old Hampshire Bond, 20 lb.) with 200 envelopes to match. The price including die is \$15.00. If street address is desired, making three lines of engraving, the price is \$3.00 extra. In ordering, check (above) the style of lettering preferred. Price quoted is for cash with order.

**EUGENE A. OLSON COMPANY**

Hartford, Connecticut

*Manufacturers of Engraved Business Cards and Stationery*



**TWO** complete engraving  
plants—fully equipped for  
intelligent service and the  
finest production of color  
plates, half-tones & line-cuts.

**THE BECK ENGRAVING COMPANY**  
PHILADELPHIA NEW YORK

**J. MONTANYE VANDERGRIFT, INCORPORATED**  
**ADVERTISING**  
**FORTY EXCHANGE PLACE**  
**NEW YORK**

TELEPHONE BROAD 2005

1-15-'20.

Howard C. Jones of Printers' Ink.

My dear Jones:-

Ain't it tough to have to live up to these kind words from the "American Banker?"

A few days ago there breezed into our sanctum a bright eyed, clean cut, alert young chap named John J. Bradley. He hadn't chatted more than a minute with us before we realized that he was a plant from a garden of ideas. We were interested in seeing the soil to which he was indigenous and asked him to take us to the idea farm. When we got there we found the farm was large, highly and intensively cultivated and that, under the husbandmanship of the master gardener, Charles Clark, the idea farm was producing the most perfect fruit, without a tare or weed in sight. Soon we came to the finishing department, where the ideas were picked, sorted and developed so that each became an important factor in a complete whole, where the rarest of them were worked into practical form and made a means to an end. The end was an advertising and sales campaign for the producer of a commodity, a bank or any other organization having a meritorious proposition that could be benefited by an intense, original, tried and perfected advertising campaign. Seldom have we seen ideas and sincerity so exquisitely blended, as those shown us in the idea farm, development and application company of J. Montanye Vandergrift, Inc.

Come in some day and give our Luther Burbanks the once over.

Sincerely yours

*Mont.*



"I wish to make a few general suggestions on which I hope it will be your pleasure to prepare the programme:

"First: The subject of the Indianapolis Convention of the Associated Clubs will be 'Advertising and Salesmanship.' It is somewhat of a departure but it seems to be particularly appropriate.

"Second: There should be no one permitted on the programme who reads his address.

"Third: There will be in attendance over 3,000 business men. They will spend over \$100 each for expenses, a total of \$300,000 for a four-day convention, \$75,000 per day; five hours per day at \$15,000 per hour, \$250 per minute. No one should be permitted on the programme who cannot deliver on that basis.

"Fourth: An arrangement should be made with each speaker for the number of minutes he feels absolutely necessary to deliver his message and this time allotted. When this time has been consumed, the chairman of the convention will stop him and the only way additional time can be had will be by formal vote of the convention. In other words, if it is worth the money the convention can buy some more of it; if not, the speaker is through.

"Fifth: These business men are in the habit of getting down to their business certainly by nine o'clock—if not, they should. This is a business convention and the forenoon sessions should be called to order at nine o'clock; the afternoon sessions at two o'clock. Delegates not in their seats at these hours will not be permitted to interrupt the speaker by coming into the hall during his address, but will be obliged to wait for a two-minute intermission between speeches. If the time is not all taken up by the speaker, the time can be devoted to questions from the floor to be answered by the speaker.

"Sixth: I would suggest that a ten-minute period be arranged after each speech for five two-minute speeches by anyone from

the floor who wishes to disagree with the speaker, but that no time be allowed anyone who simply wishes to indorse or emphasize or repeat what the speaker has already said."

Since the meeting at the New York Advertising Club the appointment of Jesse H. Neal, executive secretary, New York Business Papers, Inc., as chairman of the programme committee has been announced.

### Business Paper Editors Will Meet

The second meeting of the National Conference of Business Paper Editors will be held at the Hotel Astor, New York, on January 16. Three sessions will be held, in the morning, afternoon and evening. In connection with the evening session there will be a dinner.

Among the speakers will be: A. I. Findley, *Iron Age*; Henry W. Blake, *Electric Railway Journal*; Charles J. Stark, *Iron Trade Review*; S. A. Dennis, *Electrical Merchandising*; W. W. Macon, *Iron Age*; Ray Sherman, *Motor World*; Ethan Viall, *American Machinist*; Clay C. Cooper, *Mill Supplies*; A. H. Lockwood, *Shoes and Leather Reporter*; L. P. Alford, *Industrial Management*; R. Dawson Hall, *Coal Age*; E. J. Mehren, *Engineering News-Record*; Samuel O. Dunn, *Railway Age*; V. E. Carroll, *Textile World Journal*, and S. H. Ditchett, *Dry Goods Economist*.

### P. H. Robinson With Geneva Cutlery Co.

Philip H. Robinson has been appointed director of sales for the Geneva Cutlery Corporation, Geneva, N. Y. During the past year Mr. Robinson has acted as director of the Industrial Co-operation Service of The American Hardware Manufacturers' Association. As sales director of the Geneva Cutlery Corporation he will, beginning January 15, have entire charge of the foreign and domestic sales of "Genco" products.

### Borden Accounts With Two Agencies

The Borden Co., New York, has put its condensed milk advertising account in the hands of the H. K. McCann Co., New York; and its evaporated milk advertising account in the hands of the Blackman-Ross Co., Inc., New York.

### A. M. Ross Joins Grauman Studios

Albert M. Ross, formerly art director of the Chicago office of the J. Walter Thompson Co., Inc., advertising agency, is now with Grauman Studios, Chicago.

# Basing Salesmen's Compensation on Profits, Not Volume

Plan of Payment That Fits To-day's Peculiar Needs

By Richard Walsh

WHEN the new year rolls around, it is customary for salesmen to expect to get a raise in salary. Usually they are not bashful in asking for it. But whether or not they request it, they generally open the January pay envelope with the expectation of finding that a few extra kopecks has been added to it.

If a man deserves a raise, there is no problem at all. He should get it. That is easy to settle. But if the man's sales record shows that he is getting all the money he is entitled to and still out of force of yearly habit he expects more, then there is a problem and a very neat one at that. Right now as I write this on a blustering January night, I bet that there are any number of sales managers throughout the country tossing in their easy chairs, wondering about their men who expect a raise, but to whom it has to be denied. Within their limitations many of these salesmen are valuable to their houses. Their chiefs would hate to lose them. At the same time no concern can afford for any length of time to pay its salesmen more than they are earning for it in net profits.

I have been struggling with this problem myself. I think I have hit on a solution, at least for our particular business. The new plan of compensating our salesmen which I recently put into operation seems to fit peculiarly the needs of the extraordinary conditions which prevail to-day. Methods of paying salesmen which have worked satisfactorily in normal times, go to pieces to-day. The plan we are using recognizes these unusual conditions. Perhaps it will fit your business also. I realize, of course, that no one sales manager can write the last word on methods of compensating salesmen. Scarcely any two

businesses use exactly the same methods. Large books have been written on the subject. The best that can be done in a short article is to describe one method of compensation. In order to avoid a possible criticism of being theoretical, I am going to stick to making observations on my own experience, which is in the food specialty line.

## WHERE WILL IT END?

In our firm it had grown to be the custom the first of the year to advance a good salesman all the way from \$25 to \$50 a month. This practice began when the house was new, when the salesmen were young fellows who came with us on faith and we were glad, as the business developed, to see them make headway with us.

But if you add \$25 a month to a man's salary for five years, you have brought his salary up to a pretty good level, figuring that he began with a substantial amount when he went to work. If that practice is to be continued year after year, it means that by the time a man has been on the job for ten years, he is often making more than the owners of the business.

Where is the practice to stop? When such a habit is established there is much difficulty in stopping it. A salesman's living expenses climb as his salary climbs. Like everyone else he can always use a little more money. When he made \$250 a month, he and his family could easily use \$25 a month more. Now, at \$400 a month, he can still see where that extra \$25 a month will help a lot. If he does not get it he is apt to be downhearted and inclined to lose his initiative and drop into a state of indifference which may be the beginning of the end. There are many men who are now and always will be worth

# O. H. believes what it prints



Members of the ORAL HYGIENE staff have at their disposal a free dental clinic, maintained by the publisher of ORAL HYGIENE.

The magazine, which is spokesman for the mouth hygiene movement, takes its mission seriously. It believes what it prints. The clinic serves also to broaden the scope of the ORAL HYGIENE Advertisers' Service Department.

In writing copy for advertisers, to be read by dentists, O. H. staff members have the best possible opportunity to get the dentist's viewpoint.

For the ORAL HYGIENE Clinic is just a few steps down the hall from the business office of the magazine.

## Oral Hygiene

"The Printers' Ink of the Dental Profession"

W. LINFORD SMITH, Publisher, PITTSBURGH, PA.  
 REA P. MCGEE, M.D., D.D.S., Editor MERWIN B. MASSOL, Business Manager  
 GEO. L. KINTER, Asst. Business Manager  
 FRANK C. THOMAS, Eastern Manager, 37 West 39th St., New York  
 W. B. CONANT, Western Manager, Peoples Gas Building, Chicago  
 A. D. MCKINNEY, Southern Manager, Post Dispatch Building, St. Louis

# **WANTED**

## **Magazine Promotion and Idea Man**

An old established and prosperous publishing house located in New York City needs a high-grade magazine promotion man.

A man of experience, vision and ideas, who, because of his training, will instantly see the selling points of our magazines and make others see them through advertisements, letters and general promotion.

He must possess tact and initiative to a marked degree and be able not only to "put things across" inside the organization but also to successfully represent us among agencies and advertisers.

A man who has successfully held this kind of a position with another publishing house is preferred, though the lack of previous publishing experience does not bar him provided his experience along advertising and selling lines is adequate to our needs.

To the right man we are prepared to offer a substantial salary with a future limited only by his own initiative.

Replies will be treated confidentially:

**Address J. G., Box 143  
Care of Printers' Ink**

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a substantial salary to the firm, but there is a maximum. On the other hand, the maximum which the house sets, is naturally not the maximum which the man sets. And so, with a condition that was staring us in the face, we were looking forward with no little apprehension to the coming in of the salesmen for the holidays.

This year we found ourselves in an unusually serious condition. We knew that volume during the past year was due to a great extent to conditions over which the salesmen had very little control. Most salesmen were showing volume much larger than their own ability would possibly permit them to produce, but nevertheless it is not strange that the salesman looks at his volume and pats himself on the back.

#### THINGS MEN WON'T UNDERSTAND

Worse than that, is the fact that house after house has been able to deliver only a portion of the orders given it. The average salesman does not realize that this is a condition prevailing everywhere, and that in many cases an order given to him was also given to half a dozen other men, in the hope that one out of the lot would make delivery. Instead of realizing this situation, the salesman is apt to look over his order book and see that he sold \$15,000 worth of goods during November and then find that only \$10,000 was delivered upon which he assumes that he is really fifty per cent better as a salesman than his sales report indicates. He believes that instead of being the beneficiary in an unusual market condition, he is really an abused working man with a third of his work thrown into the discard.

"I certainly did things up brown in my territory last month," he tells the boys when they get together for Christmas. "If the house had treated my trade right and treated me right, I'd have had \$15,000 for the month."

"That's nothing," says another salesman looking for sympathy. "I sold Jones a \$1,000 holiday order last October, and believe me, I had to work to get that business!"

#### "When Seconds Count"



#### "Publications—out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

#### Kenfield - Leach Company

"Chicago's Leading Printers"  
610 Federal Street, Chicago



#### Parcel Post Carrier

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

#### Chicago Carton Company

4433 Ogden Avenue 516 Fifth Avenue  
CHICAGO NEW YORK

## Advertising Man

**T**HERE is an unusual opportunity in a large Eastern Manufacturing Corporation now undergoing a big expansion for a technical advertising man.

This work consists of operating a complete advertising schedule for a chain of stores now being opened, writing copy, making layouts and placing the ads in newspapers all over the country.

This job has just opened up and holds a sound and responsible future. The man who fills it will be the head of the Retail Stores Advertising Division, and can get all the necessary assistants as soon as he organizes it.

We prefer a man who has had retail hardware and advertising agency experience. He must have vision, organization ability, and be able to turn out accurate work according to schedule.

## Copy Man

**T**HERE is also an unusual opening for a sound copyman in the Advertising Department of this same organization. We would like a man between the ages of 25 and 35 with agency experience and preferably one who has handled technical accounts.

Write fully, stating your salary and past experience, also state which job you believe you are qualified to handle. Address P. L., Box 139, care PRINTERS' INK.

But when it came to the show-down, the house only gave him \$250. We never had his business before and now that we did break in, it's a shame to throw him down like that. How they expect me to get his business next year is what puzzles me."

### THE SALES MANAGER'S BLUE GLASSES

While this doleful chorus was holding forth in the conference room, where several of the boys had collected, largely for the purpose of bolstering up their moral courage to the proper degree before taking up the matter of the salary advance for the new year, the sales manager and the president were discussing the situation.

"Here's just what we are up against," said the sales manager. "If we come across with advances this year, we will go into 1920 with salaries which will be out of proportion the minute we get back to a buyer's market. If the trade would continue indefinitely to take the goods away from us, we could afford to pay larger salaries, but the minute production gets about level with demand, and that is bound to come sooner or later, we will find ourselves with a sales force drawing more money than they can possibly earn. When that time comes we will find our best salesmen showing a selling cost which is going to prove an actual loss. Take Ross, for instance. So long as we can ship \$12,000 to \$15,000 a month into his territory, we can afford to pay him \$400 a month. We could even pay him \$425 or \$450, but while his sales showing is around that figure, that doesn't really represent his ability as a business getter. Ross is about a \$10,000 a month man, going good. If we advance him now to \$425 sooner or later he will be drawing so much money based on volume that we will either have to let him go or ask him to take a cut. Which means that we will lose a good salesman because we are letting things drift into a dangerous situation.

"The problem is not so much a

# 24,638,866

Lines of advertising were carried in  
1919 by the

## News League of Ohio

Divided between the two papers as  
follows:

**DAYTON NEWS**

**14,510,524**

**LINES**

**SPRINGFIELD NEWS**

**10,128,342**

**LINES**

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News League papers, bought at combination rate,  
satisfactorily and profitably takes care of any campaign.  
Read in 90 per cent of the homes of Dayton and  
Springfield.

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**NEWS LEAGUE OF OHIO**

**(Members A. B. C.)**

**DAYTON, OHIO**

**NEW YORK—I. A. Klein, Metropolitan Tower**

**CHICAGO—John Glass, Peoples Gas Building**



# Your 1920 Farm List FOR TEXAS AND OKLAHOMA

—should include **THE SEMI-WEEKLY FARM NEWS**. It reaches substantial, influential, farm-owning farmers in its territory and keyed copy will prove its supremacy for general agricultural advertising.

It has a strong, well defined editorial policy. All phases of agriculture are treated in a comprehensive and business-like manner. It is aggressive and helpful and has attracted a clientele of the highest type—a clientele of great value to manufacturers of products used on the farm.

**The Semi-Weekly Farm News** is the farmers' favorite in its territory—it is your strongest business ally if you sell to farmers of the southwest. The net paid circulation in **TEXAS** is more than 100,000 each issue. The Oklahoma circulation is 25,000 each issue.

## CONCENTRATED ADVERTISING IN A MEDIUM WITH A CONCENTRATED CIRCULATION MEANS RESULTS

### Texas Leads in Crop Values

The U. S. Dept. of Agriculture estimates the value of Texas' crops at \$1,076,163,000 for 1919 and itemizes the leading crops as follows:

Cotton .....	\$472,500,000
Corn .....	239,300,000
Grain Sorghum, Milo, Kafir and Feterita .....	65,267,000
Wheat .....	62,700,000
Oats .....	60,480,000
Hay .....	27,300,000
Rice .....	19,594,000
Sweet Potatoes .....	15,765,000
Peanuts .....	13,209,000
Irish Potatoes .....	7,972,000
Peaches .....	4,968,000
Onions .....	4,852,000
Cow Peas .....	2,772,000

### Oklahoma is Tenth in Crop Values

The U. S. Dept. of Agriculture assigns Oklahoma tenth place in crop values for 1919, and estimates the value of her leading crops as follows:

Cotton .....	\$163,680,000
Wheat .....	107,912,000
Corn .....	94,488,000
Hay .....	34,700,000
Oats .....	34,650,000
Grain Sorghums, etc. ....	49,680,000
Irish Potatoes .....	7,216,000
Sweet Potatoes .....	5,400,000
Broom Corn .....	4,008,000
Apples .....	2,646,000
Barley .....	1,830,000
Peaches .....	1,410,000
Rye .....	525,000

You can tap this source of immense agricultural wealth by placing copy in **The Semi-Weekly Farm News**.

Advertising rate 60 cents per line per week, covering two consecutive issues—250,000 copies in Texas and Oklahoma alone.

## THE SEMI-WEEKLY FARM NEWS DALLAS AND GALVESTON, TEXAS

J. D. LORENTZ,  
Manager Eastern Office,  
728 Tribune Bldg., New York.

WALTER J. SCOTT,  
Western Representative,  
927 Marquette Bldg., Chicago, Ill.

problem of to-day as a problem of to-morrow, and the big question is how to save the sales force from falling to pieces when selling goods again becomes a real question."

This was the situation when immediately after lunch, Charlie Perry, one of the oldest men on the sales force took a chair alongside my desk. I'm the sales manager. For many years Perry had been a dependable man. His case was a most trying one. A hard man to replace, it would be a serious blow to the firm to dampen his enthusiasm. Whether to break out of a wrong condition now or try to wade it through was a problem.

"Of course, you know what I've got on my mind," said Perry. "It's money. Naturally, we are all anxious to get a raise. But we know, too, that is, those among us who stop to think, that this can't go on forever, and sooner or later, the very thing that we want right now, which is more salary, is going to cause us to go to pieces. So I've got a plan which will let us make more money, if we are entitled to it, but at the same time will give the house an even break and will keep us out of the hot water which will come when things get down to where it's a case of selling instead of taking orders.

"In the first place, it is not safe nor good business to ignore self-interest. You wouldn't keep on running this factory just out of loyalty to the men working here. And no man is going to stay on this job just out of loyalty to the house. Down at the bottom of things we're all in it for the money. And the big thing is to get the house and the salesmen on common ground, where what means money for one means money for the other."

**"VOLUME OF SALES" MAY BE DECEPTIVE**

It isn't volume that makes money for our house. It is the sale of profitable merchandise. And yet, what we do, and what most houses do is to pay the

# 100% Paid circulation

## "The Farmer & Settler"

goes twice weekly to the homes of the farmers of Australia and New Zealand—the wealthiest per capita population in the world.

There's a national tendency in Australasia to look to America for labor-saving machinery and other farm conveniences.

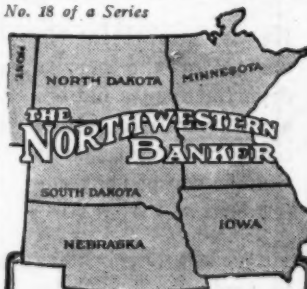
## British and Colonial Press, Inc.

*Sole Agents in the United States and Canada*

Cunard Bldg.,  
Chicago

150 Nassau Street,  
New York

No. 18 of a Series



## BRAINS COUNT

"Anybody can cut prices, but it takes brains to make a better article."

The Northwestern Banker has greatly increased its staff during the last year—it publishes not only one, but many "better articles" every month.

The only financial journal in America holding membership in the Audit Bureau of Circulations.

**CLIFFORD DE PUY, Publisher**  
Des Moines, Iowa

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## Service Specialist

**With a successful record in Organization and Association Publicity.**

**Seeks connection with a progressive Advertising Agency which wishes to offer its clients exceptional facilities.**

He has just finished a job of national scope that demanded unusual judgment, tact and vision.

He is at present in charge of the service department of a national cooperative advertising campaign that is winning conspicuous success.

He wants an opportunity to apply his knowledge and experience to the problems of many clients instead of one.

He expects to get \$10,000 a year, *and to earn it.*

*Address W. O., Box 141  
care of Printers' Ink*

---

salesman on the basis of volume. Whether you pay salary or commission, the thing is figured on dollar volume. Still in figuring profits you can't figure just on volume. If your sales incline too heavily in one direction, even large volume won't show you any very good profits. I don't mean to say that volume is secondary, but I do mean to say that the right kind of volume should be a first essential.

In figuring salesmen's compensation we are too prone to classify on the basis of gross volume. "How much were your sales?" is a matter of dollars not a matter of what kind of goods were sold.

Every salesman who has been on the job any time at all knows that there are certain goods which show more profit and give the house more standing and prestige than other goods. Yet if the house doesn't recognize that fact in dealing with the men; how can it expect the men to recognize it? Salesmen get bulletins urging them to sell certain lines, but at the end of the month, they are nevertheless expected to show a certain volume. If they show a certain volume the year round, they know that they will probably get a raise, at least hold their jobs. This plan encourages the salesman to see to it that he gets dollar volume above everything else.

Now let Perry continue:

"You can tell me how much salary you paid me and what my expenses were and what my gross volume for the year has been. But you can't tell me what kind of goods I have sold this past year. Now, for a year I have been having this thing in mind. Month after month. I haven't been the top man, so far as volume goes and right now you are thinking that I have my nerve asking you for more money. In fact, you are saying to yourself: 'Old Charlie Perry is about through. He's slipping and letting kids beat him out.' You hate to consider giving me a raise, yet you don't know very well how to turn me down.

W. A. PATTERSON CO., INC.

*Becomes*

THE PATTERSON-ANDRESS  
COMPANY, INC.

*Effective January 8, 1920*



THIS change in no  
way affects the  
personnel, ownership  
or policies of the  
agency.

THE PATTERSON-ANDRESS COMPANY, INC.

*Advertising*

1 MADISON AVENUE, NEW YORK

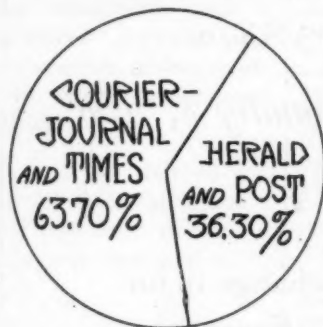
W. A. PATTERSON  
President

C. S. ANDRESS  
Vice Pres. & Treas.

A. J. BROWN  
Secy. & Asst. Treas.

# Louisville's Automotive Advertising Score For 1919

	1919. Agate Lines	Gain Over 1918. Agate Lines
Courier-Journal & Times.....	820,857	478,635
Other two papers .....	467,789	176,151
Courier-Journal and Times Excess .....	353,068	302,484



*As shown by this chart The Courier-Journal and Louisville Times carried 63.70% of all automotive advertising run in Louisville newspapers during 1919.*

**Twelfth Annual  
Louisville Automotive Show February 23-28**

**Largest Motor Exhibition South of Ohio River**

**Annual  
Automotive Number  
The Courier-Journal**

**Sunday Morning,  
February 22**

**Mid-Week  
Show Number  
The Louisville Times**

**Wednesday Afternoon  
February 25**

**Mail Your Show Schedule Now**

**The Courier-Journal  
AND  
THE LOUISVILLE TIMES**

**Bert N. Garstin,  
Advertising Manager.**

**C. C. Swearingen,  
Mgr. Automotive Advertising.**

**THE S. C. BECKWITH SPECIAL AGENCY,  
New York, Chicago, Detroit, St. Louis, Kansas City.**

"Now, I want to show you some figures. I have put our line into four classes, based on what appears to me to be a classification from the standpoint of profits. You can check them and change them if you see fit. But you will find that thirty per cent of my volume is in Class One goods, merchandise on which the house plainly makes the most money, because it is the line you are continually urging us to sell. Thirty per cent is in Class Two, twenty-five per cent is in Class Three, and only fifteen per cent in Class Four. Class Four merchandise is the line easiest to sell, yet on which you make the least profit, and you know it. The way you are keeping records, a salesman who sells forty per cent of his volume in Class Four gets just as much credit as the man who sells forty per cent in Class One, yet you are probably not making more than three or four per cent on these goods I am calling Class Four, while you are probably making ten per cent on Class One goods.

#### SALES CLASSED ACCORDING TO PROFIT

"If you figure from that standpoint, forgetting just volume for its own sake and looking to profits, you will find that on my annual sales of about \$150,000 you can show a net profit of about \$9,000, while on some other man's volume of \$180,000 you may show only \$9,000 or maybe even less. I claim that if I can show the house a profit of \$9,000 on \$150,000 worth of business I am worth more money than the man who has to use up \$180,000 capital to get the same amount of profit. The way you have been figuring, the \$180,000 man is the better. I claim that it is not the right way to figure.

"You are puzzling yourself how to keep pace with the rising scale of wages. I want more money and I feel I can show you I am worth it, not just in volume of business but in volume of profits. The way we have been figuring, it is quite possible for a man who has shown the house less in profits

to receive more money and stand better in the eyes of the boss than the man who may have turned in less in sales but more in profits.

"So I am going to take the stand that just as in the case of the ownership of the business, what really counts is profits. It is not right nor good business to overlook this fact when figuring on salesmen's compensation.

"Furthermore, you say that you are limited on raw materials, up against it on labor, and for these various reasons are unable to do the volume of business you could do otherwise.

"So I am going to ask you to do this, check over your lines. Classify them into four or five divisions. Put into the first class those goods which take the least in the raw materials most difficult to obtain, to the end that we can handle our raw materials to facilitate quantity production. There are also certain novelties which we make which are pretty much out of general competition where we can ask a price for our ingenuity in manufacture. That makes possible the utmost in dollar volume with the least use of raw material. Plainly, it should be worth more to the house to sell heavily along such lines than dump big quantities of raw materials in the lines where they show the smallest profit.

"So long as the market is where it stands and the manufacturer can come pretty near to picking and choosing, let's use our raw materials in making those goods which show the best returns, both in volume and profits. And inasmuch as we can't take on all the business we can get, let's shunt over to the competition that class of business least attractive to us.

"Maybe you think you can do that simply by urging the salesmen to sell such lines and then giving them credit for anything in equal proportion, but when you do that, then you expect the salesman to bury his own selfish interest and make a big sacrifice for the sake of the house. You don't have to do that.

"For the coming year, you can

say that you are putting the line into four or five classes, and on Class 1 you will pay an extra bonus of say 2 per cent; on Class 2 pay 1 per cent; on Class 3 pay  $\frac{1}{2}$  per cent; on the last two classes pay no bonus. In other words, you make more profits on the first three classes, and you will share with the salesmen on those classes. In that way you will put a premium on the salesman's working for the interests of the firm. You put the salesman's interests and the firm's interests on the same basis and the house and the men go down the line together. You take care of the matter of added compensation for the coming year and you will be glad to see a man draw an extra check each month. Take it in my case—maybe you will grudgingly give me a twenty-five-dollar increase in salary; but if you will go into the classification system and pay me a bonus on the lines that show you the most profit, I will make a lot more than \$25 a month. Also you will have figured out in advance that for every dollar bonus you pay me, you are getting just that much benefit yourselves in the way of added dollar volume, because you are making raw materials go farthest; also in added profits because you are selling the lines which show to the best advantage.

"Furthermore, you know that there are certain lines on which you can increase production almost indefinitely because they are adapted to raw materials. True, they may be a little harder to sell, but it is just as well for the salesman to-day to have to do a little selling. When he does sell those goods, you can fill his orders on them and he will be pleased because he is getting a bonus.

"For obvious reasons, he is going to see that his volume climbs on just the lines you want to see developed. Any time you want to see other lines developed or high bonus lines retarded, you can change the classification, and by doing so, you regulate sales effort automatically.

"Also, you will send every man out on a basis of maintaining his own self respect and having something to work for instead of having to come around and belittle himself with 'Please, mister, an advance.'"

Charlie Perry right then and there made one of the best sales of his life. He sold me his idea. His plan is so simple and so logical that I cannot understand why I had not thought of it before. There is nothing particularly new about the idea. The plan of basing a salesman's compensation on the net profits he earns is used by many companies. Where the prices are fixed and thus the men can be kept from overcharging customers in order to run up net, the plan is a feasible one. Strange how long it takes some of us to apply widely used and thoroughly tested ideas to our own businesses.

While the boys have been out only a week under the new plan, it is evident that it is going to work handsomely. They are all enthusiastic about it. The first batch of orders that have been received show a heavy preponderance of Class 1 goods.

### How Newspapers Can Help The Agency

An advertising agency has suggested to the American Newspaper Publishers Association that the many newspapers now mailing to advertising agencies the page containing the advertising for checking should stamp the envelope containing the page "Checking Copy." The agency says if most of the newspapers would do this, it would save much time spent in sorting the mail.

### An Open Air Concert in Winter

Charles Mayer & Co., Indianapolis, distributors of Sonora phonographs, recently advertised in newspaper space an "Open Air Concert," selections being rendered on a Sonora and transmitted to the outside of the building by a sound-magnifying device known as the "Magnivox."

### Kresge's Expansion

The 1919 sales of the S. S. Kresge Co., chain store operator, were in excess of \$42,600,000—an increase of 17.6 per cent over the preceding year. There are now 188 stores in the Kresge system.

CENTER  
DISTRICT



# *entertains* Indianapolis ~~asks~~ for the 1920 Convention A.A.C of W.

**T**HIS WILL be a "brass tacks" convention. The theme for the program has already been selected. It will be *advertising*.

Put a ring around June 6 to 10 on your calendar—that is when you want to be in Indianapolis. The biggest advertising brains in the country will be here. There will be real stuff here for every business man. But it all will be on advertising.

*Reservations for hotel space are coming in thick and fast. Reservations are made through the Convention Board, but only by advertising clubs. If the On-to-Indianapolis chairman of your club has not already been appointed, better get some action on this. Have him write O. T. Roberts, chairman, hotel committee, about reservations*



This advertisement published by the Convention Board,  
Advertising Club of Indianapolis

## A Short Story on the Providence News

---

Started a Year Ago Last May  
 Jumped High Over 20,000 In One Year  
 Then Bought a Big New Plant  
 Went up to Two Cents Last Month  
 Holding Almost All Its Circulation  
 Has the A. P. and Is in the A. B. C.  
 Beats Both Other Providence Evening  
   Papers Combined in Pawtucket,  
   Newport, Central Falls and  
   Woonsocket.

Beats the Providence Journal Several  
 Thousands in Providence

Ties the Evening Bulletin and  
 Beats the Evening Tribune  
 on Theatre Advertising.

About a Page More Classified Advertising  
 Every Day Than the Tribune.

The Providence News Is  
 Nearly Half the Blanket  
   That Covers Rhode Island  
 And It Doesn't Overlap  
   On Connecticut  
   Or Boston.

Providence Advertisers

Know Its Selling Power. Ask Them.

JOHN A. HENNESSY  
 President and Editor

JAMES C. GARRISON  
 Vice-President and Advertising Director

## The Answer to the Chain Store Menace

(Continued from page 20)

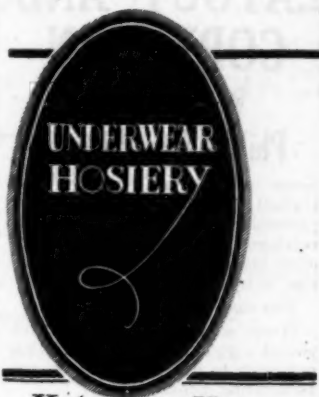
greater outlet for merchandise and thus be able to get quantity prices on the things he bought.

### STRIPPING FOR ACTION

"I was talking this thing over with William O'Connell, a grocer friend of mine," W. J. McDonough, a Chicago business paper publisher said to PRINTERS' INK. "He agreed with me that the thing to do is for grocers generally to form buyers' exchanges and acquire their goods in quantities. The next thing for them to do is to cut down the size of their stores, have more lines if possible but a smaller quantity of each in stock. They should also cut down on the service. The chain management has just as many clerks in a store as the traffic will stand and pay for and no more. The independent could and should do the same thing. All delivery should be absolutely cut out. You never heard of Woolworth delivering goods. If a customer should want any deliveries made she should make her own arrangements with the central delivery and pay the charges for the service. In other words the merchandise should be delivered f.o.b. the delivery company's truck, and there the retailer's responsibility should cease.

"If the retailer will do this he can fight the chain store successfully until kingdom come. If he won't do it then he may just as well prepare to fold up his little tent pretty soon and silently steal away.

"This centralized buying of which I speak has got to be big enough to cut some real figure. It has to be by whole towns or whole sections of cities. No three or four average retailers are going to be able to get together effectively enough to do much good. The financial part of such an undertaking is not nearly as formidable as it sounds. Maybe



## Underwear & Hosiery Review

390 BROADWAY

NEW YORK



## 136% GAIN In Advertising

The January issue went to press with

### 23,611 Lines

of paid display—a gain of 136% over January, 1919. The steady increase in advertising the past year and a half is convincing proof that the "Experimenter" has really arrived.

Net Paid Circulation Over 130,000

**EXPERIMENTER PUBLISHING CO.**  
233 Fulton St., New York City  
Western Representative  
J. B. FINUCAN, Hartford Bldg., Chicago

# LAYOUT AND COPY MAN

## Wanted by a Philadelphia Printer

Some young man who is well trained in writing sales copy, particularly for direct-by-mail advertising, and who can prepare finished layouts for high-grade printing, is looking for a better job.

You may be the man.

If so, we have an opening for you at a good salary, and with opportunity to grow with us—in our advertising department.

Tell us your good points and your experience; and submit such samples as you have of your copy and layout work.

We should prefer a Philadelphian.

Address P. B., Box 132, P. I.

### The New School for Social Research

offers courses for  
Business and Professional Men  
and Women, Trade Unionists,  
Students and Teachers.

*Law Reform, by Roscoe Pound,  
Felix Frankfurter, and others.*

*Income and Excess-Profits  
Taxes, by T. S. Adams.*

*Corporation Finance. Business  
Cycles.*

*Statistics. Trade-Union Poli-  
cies.*

*Reconstruction Problems.  
Problems of American Govern-  
ment.*

*Current Political Thinking.*

*Religion in Social Progress.*

*Social Function of the Engi-  
neer, by Guido H. Marx.*

**SECOND TERM BEGINS**

**FEBRUARY NINTH**

*For catalogue apply to the  
school*

465 West 23rd St. Chelsea 1386

here is a chance for the wholesale grocer to save his own bacon. It is worth while for him to think it over at any rate."

Mr. McDonough surely is on the right track in his mention of the jobber. Mr. Jobber now has his one big opportunity to justify his existence in no uncertain way. He must do constructive work with the retailer, helping him to plan his buying in connection with that of others so more advantageous prices can be given.

Unless the jobber does this then the retailer is going to combine anyway as far as he is able and buy his goods direct from the manufacturer. The latter way will be more difficult and the chances are many a retailer will fall in his tracks before the thing is over with. Money is the thing that talks.

The jobber is disposed to frown upon retailers' buying exchange. The thing for him to do, however, is not to fight them but co-operate with them and help them get away with what they are trying to do. The result will be a better condition of things for manufacturer, jobber and retailer.

Take a town of 20,000, for example. Why wouldn't it be profitable for a grocery jobber to handle the grocery business of that town having all the transactions with one big organization? The goods could be shipped to a central warehouse operated by the buyers' exchange and each retailer could draw upon this stock as he needed it. The lower price the jobber thus would be able to make would be an effectual carrying out of the live and let live policy.

PRINTERS' INK asked the head of a big Chicago jobbing house what he thought of the chain store problem and its relation to the retailer's future.

"Why," he replied, "there always will be a field for the retailer. Why should we worry? Our business this year has been greater than ever before—greater in actual quantity of goods sold. The alarmists used to tell us that



## WINEMILLER - MILLER INC.

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### PHOTOGRAPHIC ILLUSTRATIONS *for* ADVERTISING

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450 FOURTH AVENUE - N - Y - C

WE are not merely photographers, we are illustrators, using photography as a medium in the production of illustrations for advertising.

The pictorial feature of a convincing Advertisement demands faithful portrayal of the subject matter, wherein photography, skilfully applied, unquestionably excels.

Our organization is composed entirely of men who have spent their business lives in the field of advertising—an assemblage of experts in their individual lines.

We create plans for complete campaigns in sketch form for a general idea of the matter and layout, and from the approved sketch we build the photographic illustration.

The efficiency of our service is heightened by our staff of experienced artists, who on our own premises, execute any necessary retouching, drawing, decoration or lettering.

We secure suitable models, assemble accessories and properties and build for each subject its own characteristic setting, thus eliminating all possibility of repetition.

---

OUR SERVICE IS  
UNIQUE and COMPLETE

## Writer of the Famous "PEP" Letters Interested in a California Connection

- Town Crier when three weeks old
- 4 years Merchandising and Plan Man for largest advertising organization in country
- 2 years in charge of publicity for biggest news and feature syndicate; 2 years writer of daily feature editorials for 326 papers; manager of leading class periodical in its field
- Has declined 3 enviable connections in East for California preference; brings a Brisbane-Hubbard hybrid pen style that has won more than a thousand letters of commendation
- Will brighten some star in the celluloid firmament, afford the public a better words-eye view of some producer's screen triumphs, serve a California Hotel to AD-vantage, market a product or exploit a house in a manner unique, inimitable, individual
- \$8,000 to start, 25% increase within twelve months and a wire brings you a prolific pen and an enthusiastic wielder of proven ability.

**F. ROMER**

**Prince Bay, New York**



**Advertising  
Electros**

Ask for Prices  
**General Plate Co.**  
Berre Haute, Ind.  
Marquette Bldg Chicago

**YOU CANNOT BUY OUR IDEA  
UNLESS IT WILL SELL YOUR GOODS**

**B & B SIGN CO. INC.**

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays  
Counter Display Cases

the retail mail-order houses would knock out the retailer. Now they say the chain store will do it. The retail store is going to stay."

The retail store is going to stay. But this jobber will have to change his attitude or he is not going to get a part in the benefits of the staying. The chain store proposition is widely different from retail mail order.

## Patterson Agency Changes Name

The W. A. Patterson Co., Inc., New York, has become the Patterson-Andrews Company, Inc. No change is involved, except that of name. The officers of the company are: W. A. Patterson, president; C. S. Andrews, vice-president and treasurer and A. J. Brown, secretary and assistant treasurer.

## Cleveland Agency Has "Rit" Account

The Sunbeam Chemical Company, of Chicago, manufacturer of Rit dye soap, has placed its advertising account in the hands of the Sweeney & James agency of Cleveland. An extension in the company's national advertising activities has been planned.

## R. P. Anderson In Bank Advertising

Ralph P. Anderson, formerly an advertising representative of the Ramsey Oppenheim Company, Inc., San Francisco, has been made advertising manager of the Sacramento Bank, Sacramento, Cal., succeeding Russell Richardson.

## W. L. Rosenberger With Cross Agency

Walter Lee Rosenberger, who was for twenty-two years with Smith, Kline & French Company, maker of "Eskey's Food," Philadelphia, is now a member of the staff of the J. H. Cross Co., advertising agency, Philadelphia.

## O. T. Frash Joins Bowers Agency

O. T. Frash, who has been engaged in advertising and newspaper work in Indianapolis, Cleveland, Milwaukee and Chicago, has joined the staff of the Thomas M. Bowers Advertising Agency, Chicago.

The advertising account of the W. A. Sheaffer Pen Company, of Fort Madison, Iowa, has been secured by the Chicago office of Van Patten, Inc.

# Printers' Ink Weekly Circulation Report

	CURRENT WEEK	SIX MONTHS AGO	ONE YEAR AGO
Date of Issue <u>December 25th, 1919.</u>			
Edition Ordered	17,300	15,000	12,700
Actual Run	17,300	15,058	12,700
New Subscriptions Received	106		
(a) 6 mos.	15		
(b) 1 yr.	91		
(c) 3 yrs.	—		
Renewal Subscriptions Received	198		
(Prior to expiration 181 after expiration 42 )			
(a) 6 mos.	2		
(b) 1 yr.	190		
(c) 3 yrs.	1		
Net Paid Gain	42		
Net Paid Loss	—		
Total Paid-in-Advance Subscriptions	X 14,233	12,453	10,770
Newstands Sales	1,998	1,818	1,078
(a) American News (net sales)	1,770	1,525	946
(c) Direct Out of Town (net sales)	228	293	141
Copies Mailed to Regular Advertisers	39	34	187
Copies Mailed to Single-Insertion Advertisers	189	110	—
Extra Copies to Advertisers	—	—	—
Advance Copies	—	—	—
Uncut Copies for Bound Volumes	175	175	175
Samples	14		
(a) Requested	14		
(b) Unrequested	—		
Office Sales—Current	50		
Changes of Address	—		
Duplicate Copies	5		
Back Numbers on Subscriptions	15		
Service	—		
Miscellaneous Office Use	89		
Total Number of Copies Printed Since January 1	791,044		
Average Edition from January 1 to Date	18,212	14,071	12,462

X *High Water Mark*

Signed

*Frank H. Weeks*

CIRCULATION MANAGER

Honor Audit Bureau of Circulations. See latest report for other details.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1885 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumsden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45 quarter page, \$22.50; one inch, minimum \$7 Classified 50 cents a line, Minimum order \$2.50

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
C. P. Russell, Frank H. Williams  
Helen A. Ballard, Albert E. Haase  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JANUARY 15, 1920

## An Asset, Not a Liability

"Advertising is one of the things that is causing discontent and making the labor problem so hard to settle," said the man on the seat ahead. "It makes people want a whole lot of things they don't need, and can't afford; and you people make them discontented with their lot—you and your pretty pictures."

The agency man sitting with him made a defense of advertising which sounded very much like an apology without constructive ideas in rebuttal. Is not this too often the case when the old charge is made and is it not true that advertising should claim this

as an asset rather than apologize for it as a liability? The creation of new and higher desires is a great benefit to the nation, counteracting the chronic tendency of men to be satisfied with present conditions. There is a vast difference between the divine discontent which drives men onward to constructive work—the kind of discontent which has made America—and the imported variety which preaches tearing down.

The greatest wealth which any nation possesses is not its mines, its agricultural products, its merchandising ability or its factories. It is the latent capacity of its individuals.

The Swiss are a brilliant example of a nation which has marketed this asset. They take cotton thread bought from this country at a few cents a pound and convert it into lace worth \$2,000 a pound. A block of wood worth ten cents becomes, under their transformation, a carving worth a hundred dollars.

Advertising by continually reminding people of things they do not own and by stirring in them the desire to possess them, is the great stimulator of latent capacity for more earning power—and thus qualifies once more as a national asset.

At the present time when there exists a temporary shortage of the world's staples, advertising is being used by many merchants and manufacturers to educate people not to buy now—but to save. But an abnormal situation does not change an ordinary truth.

Let us not be on the defensive when advertising is accused of causing unrest. Advertising causes divine discontent, which has always been a valuable national asset.

**Holding the Hungry Dealer's Good Will** recently prophesied that next spring would witness a tremendous shifting of accounts. The reason, he said, was that so many dealers are "sore" about their treatment at the hands of

manufacturers, especially in the matter of slow deliveries, lack of attention to orders, and general alleged indifference to the plight of retailers threatened with a shortage of merchandise. Hence the prediction that next year numerous dealers will transfer their business to other manufacturers in the hope of obtaining less cavalier treatment.

Here is a situation that involves good will. Good will is something that is commonly referred to as vague and intangible, but that it is nevertheless something real is proved by the high price often set upon it in the transfer of a business from one man to another. There are advertisers who think nothing of spending many thousands of dollars a year solely in the acquirement and maintenance of good will. If good will has a value, then it is something that cannot be safely ignored by any producer. No manufacturer who has an eye to the future can afford to be careless as to whether the attitude of the dealer is favorable to him. For the process of production is not really complete until the goods produced are in the hands of the consumer. The dealer, therefore, though his immediate function is that of distribution, occupies a definite and strategic position in business life.

The way to hold his good will is through advertising. Take a case in point. Soon after the war ended a certain great tire-manufacturing concern found itself far behind with its orders, despite a greatly increased production. It was in a position to let the individual dealer go hang. But instead it bought large space in general as well as business publications to let not only the dealer, but the consuming public, know exactly what the situation was in its plants and on its books. It asked for patience and consideration on a man-to-man, straight-from-the-shoulder basis and at the same time showed what it was planning to do to catch up with orders.

Far-sighted manufacturers will take a leaf from the same book. They will not let any dealer go hungry without explaining why they cannot at the moment meet his needs and how, if possible, they intend to go about filling his requirements. The dealer's trade may, at the time, be lost but not his good will. If he is convinced that he has been fairly treated and that no discrimination has been practiced against him, sooner or later he is apt to come back.

In such a case explanatory letters are valuable, so are circulars, but better still is business paper advertising. If your dealer knows you have spent some money to give him information, he will have all the more respect for your statements.

### **Edge Law Brings**

### **New Duties**

With the enactment of the Edge law, a measure which permits long-term credits for foreign nations purchasing American goods, our possibilities in world-wide trade draw nearer realization.

An analysis of this new law reveals that the stocks and bonds of solid foreign industrial organizations offered by the buyers will form the collateral upon which America will grant long-term credits. Debentures based upon this collateral will be offered to the American investing public.

If these debentures are to be sold then advertising must create in the American investor a feeling of confidence in the foreign industrial organizations whose bonds and stocks form the basis of the debentures. This feeling of confidence must be akin to that which possesses the American investor when he puts his money into the securities of American industrial organizations whose bonds and stocks merit the description, "gilt edge."

That this law opens new opportunities for advertising cannot be gainsaid. It is easily discernible that it will have an immediate effect upon financial advertising. In

truth, in no small degree, the measure of benefit which will come from the operation of this law depends upon advertising—financial advertising.

### **More Economic Dabbling**

Practically the whole body of dilettante economists are still obsessed with the notion that if retailers could be forced to mark the cost price on their goods all our H. C. L. troubles would disappear like magic. The issue is cropping up everywhere. Almost every time an amateur investigator gives vent to his conclusions as to the reason for existing high prices, he has something to say about the advisability of putting the cost as well as the selling price on all merchandise. Many prominent politicians believe that this would be a good thing to do. One or two of the men, who are known to have Presidential aspirations, it is said, would make this marking-the-cost matter a plank in their platforms.

So far, however, the only actual steps that have been taken to put this idea in application is the order of the Montana Trade Commission that all merchants in that State must openly declare what they paid for their goods. Naturally Montana retailers are fighting this ruling. The order, which was to have gone into effect on December first is being fought out in the courts.

The case is being watched by the whole commercial world with the greatest interest. Even though the State's Trade Commission should eventually have its way, we believe that the plan would not work. Within itself it contains the seed of its own undoing. It would be so utterly destructive of the State's own business interests that community consciousness would compel the disobedience of the law. A similar law in Arizona has not proved successful.

The public, not realizing the wide difference between gross profit and net profit, could not be

reconciled to the large mark-ups which retailers are often obliged to make. When it would become known that merchants are frequently forced to mark slow-moving goods from fifty to a hundred per cent above cost, there would be a storm of protest that could not be allayed and that would destroy the retailer's good will.

The main objection, however, to public cost marks is that they would tend to force retailers to take a uniform profit on all goods. This would slow up distribution. A number of factors have to be taken into consideration in deciding on mark-ups. A merchant is obliged to aim for an average profit. Articles that are well advertised and that turn rapidly can be sold on a small gross profit. Seasonal goods that turn only once a year should be marked-up generously, and so also should merchandise that necessitates a lot of after-sale service. Products which spoil quickly and which are often handled only as an accommodation often are priced at about cost. To mark slow-selling articles and lively-moving articles at the same level would be unfair to the latter. Furthermore if the profit that is found sufficient for the fast sellers should be fixed as sufficient for the entire stock, the business man would be likely to find his net below zero.

Thus we see, the pricing of goods is a complicated science that it took years of experience to evolve. It is science that is totally beyond the comprehension of the vote-seeking politician, and that entirely transcends the experience of the mere dabbler in practical economics.

Frank J. Mooney, for the last two years connected with the Theodore MacManus Advertising Agents, Detroit, has joined the staff of the Walter F. Zimmer Co., advertising agency, Detroit.

Harry M. Dunlap, who before entering Government service was a member of the Western office of the Crowell Publishing Co., New York, recently became a member of the advertising department of American Farming Chicago.

# How the Monthly Fits In

This letter from C. W. Page, of C. W. Page Company, advertising agents of Richmond, Va., shows how *Printers' Ink Monthly* has taken its place by the side of PRINTERS' INK in solving advertising problems:

About ten days ago we had up with one of our clients the question of illustrating an advertisement. The client thought that too much was being spent for the illustration. We showed him your article by Mr. Brown of Marshall Field & Co. on the subject of using the best art work in advertising and he was convinced.

A few days later we had up the question of a catalog for a new concern and went over with this advertiser, item by item, the thoughts advanced in G. A. Nichols' article on "Big Pictures or Small for the Catalogue Page."

I do not know how often "The Use and Abuse of Ben Day" on page 40 has been referred to in our offices, but, personally, I have had occasion to go back to it at least half-a-dozen times.

Just before dictating this letter I had to open up the Monthly to determine whether the "L" motif, straight or inverted, (see P. 17), would be best for a layout which I have on my desk.

By this time you should have received the January issue of the Monthly. As a subscriber or advertiser, what is your verdict?

Final forms for February issue will be closed on January 20.

## PRINTERS' INK MONTHLY

*A Journal of Printed Salesmanship*

185 Madison Avenue New York City

**WANTED****A Layout—  
Manufacturing Man**

A Protestant organization doing a great deal of book publishing and miscellaneous printing needs an assistant in its manufacturing department; familiarity with type and a working knowledge of layout is required; the position demands a young man of good character and appearance; the exact amount of salary will depend upon the ability and fitness of the man for the position; it is an excellent opportunity for a young man of right calibre. When you write give your age, education, church affiliations, business experience, salary desired, your home and business address and business phone. Address D. G., Box 140, care of Printers' Ink.

**If you are not interested  
for yourself—won't you  
pass this on?**

**If you need a  
circulation man**

I am the man you want. I know the publishing business all the way up—from bottom to top—newsboy, mailing room, solicitor, field agent—

With Curtis Publishing Co. as District Manager and special subscription promotion man for two years.

Manager of agents and subscription promotion for one of largest publishers in country where I have been for years. I am leaving February 1st.

Can't we get together? Write me for proofs of what I have done and can do for you.

Address C. W. Box 138  
care of **PRINTERS' INK**

**POSTAGE**  
The 25c monthly magazine that tells how to transact business by mail—Advertising, Selling, Collecting, Catalogs, Booklets, Circulars, Letters, Office Systems, Money Saving Ideas. Send \$1.00 for 6 months.  
**POSTAGE, One Madison Ave., N. Y.**

**Protects "Mulsified" from  
Infringers**

The R. L. Watkins Company, Cleveland, maker of "Mulsified Cocoanut Oil," has been afforded protection by the courts against infringement of the name "Mulsified." Under the terms of the decision handed down by the United States District Court for the Southern District of New York, several defendants are perpetually enjoined, who were distributing a shampoo under the name "Emulsified Cocoanut Oil," from using the name "Emulsified" or any other word resembling the name "Mulsified" and from using packages unfairly resembling those of the Watkins company in appearance.

**Settlement Workers Publish a  
Wee Monthly**

"Better Times," said to be the "smallest newspaper in the world," has made its appearance in New York, published by the United Neighborhood Houses of New York in the interest of settlement work. It is to be issued monthly and is four by six inches in size, containing eight pages, four columns to the page.

**Better Business Bureau Starts  
in Washington**

Cuno H. Rudolph, president of the Second National Bank, Washington, D. C., and former Commissioner of the District of Columbia, has been appointed chairman of the recently organized Better Business Bureau of Washington. A paid secretary is to be appointed for the Bureau.

**A New Weekly Coming in  
New York**

B. W. Huebsch, New York publisher, announces that he will begin in March the issue of *The Freeman*, a weekly paper "planned to meet the new sense of responsibility and the new spirit of inquiry which recent events have liberated, especially in the field of economics and politics."

**Ben Cohen With Jay Kay  
Company**

Ben Cohen, for many years in the art and advertising departments of the Chicago *Herald and Examiner*, has resigned to become treasurer and advertising manager of the Jay Kay Infants' Wear Company, Chicago.

**John Arthur Goes to New  
York**

John Arthur, who has been advertising manager of the Duffy-Powers Company, Rochester, N. Y., has resigned to join the business and editorial forces of *The Silent Partner*, New York.

# Zip—Print 96 Colors at One Impression

Think of it—a practical, working process giving from 20 to 96 distinct colors, at one impression of the press.

Here is the opportunity for the man who has been kept from using fine color work because of the cost. Often the entire job is produced at less than the cost of process plates alone under old methods.

Makes possible enormous savings and beautiful results on reproduction of

Burlap Wall Coverings	Curtains	Sweaters	Varnish Stains
Toilet Articles	Bronze Powders	Furs	Shoes
Linoleums	Straw Hat Dyes	Flowers	Ribbons
Flooring	Fruits and Flowers	Hats	Bricks
Roofing	Dyes	Hosiery	Mosaic Marbles
Shingles	Silks	Caps	Thread
Clothing	Cotton Goods	Scarfs	Ladies' Waists
Embroideries	Woolen Goods	Pencils	Shirts
Sewing Silks	Yarns	Chalks	Neckties
Water Colors	Gloves	Crayons	Overalls
Lamp Shades	Knitted Goods	Paints	

Printers and publishers of magazines can obtain a color attachment to place on their present machines. Imagine being able to print each ad in one or more distinct colors.

Plants now operating in Chicago, Buffalo, Montreal, Milwaukee, and additional machines will be operating in Philadelphia, Cleveland, and St. Louis as soon as they can be built.

Our service is worth while—write for complete details.

## INTERNATIONAL MFG. & SALES CO.

Manufacturers and Distributors, United States and Foreign Countries,

"Poor Richard" Color Presses

431 S. Dearborn St.

Chicago, Ill.

## The Britton Printing Company

*Printing for Advertisers*

CATALOGS • MAGAZINES

C L E V E L A N D , O H I O

IT REQUIRES ORGANIZATION TO  
MANUFACTURE GOOD ENGRAVINGS  
WE HAVE BEEN ORGANIZED SINCE 1895  
EQUIPPED TO DELIVER THE BEST POSSIBLE  
WORK IN THE LEAST POSSIBLE TIME

**THE STANDARD ENGRAVING CO.**  
**PHOTO ENGRAVERS**

225 WEST 39TH STREET, NEW YORK AMERICAN PRESS ASSOCIATION BLDG.

# The Little Schoolmaster's Classroom

QUITE the most remarkable advertisement that the Schoolmaster remembers having seen in a long while has been appearing in golf magazines.

At least it shows that everyone in every business is beginning to discover and admit that advertising is the way to sell things, no matter what.



The Big Men in British Golf Course Construction.

## AN ANNOUNCEMENT OF INTEREST.

MR. W. HERBERT FOWLER and Mr. T. SIMPSON,

of Messrs. Fowler and Simpson, Walton Heath Golf Club, England, the well-known firm of Golf Architects, will visit the United States, arriving in January next. Golf Clubs desirous of assisting them are invited to communicate with Messrs. Fowler and Simpson, at the Ritz Carlton Hotel, New York, in order that on their arrival details of the Tour may be arranged.

Messrs. Fowler and Simpson propose to visit California at the end of January.

"An Announcement of Interest. Mr. W. Herbert Fowler and Mr. T. Simpson, of Messrs. Fowler & Simpson, Walton Heath Golf Club, England, the well-known firm of Golf Architects, will visit the United States, arriving in January.

"Golf Clubs desirous of consulting them are invited to communicate with Messrs. Fowler and Simpson, at the Ritz Carlton Hotel, New York, in order that on their arrival details of the Tour may be arranged. Messrs. Fowler and Simpson propose to visit California at the end of January."

This advertisement is neat in typography, interesting as to illustration, and will surely produce the desired results.

What does this suggest to other professional men?

Architects of all kinds have never used advertising to any considerable degree except in an instance or two to further their business. Must England teach us a daring lesson?

POINTS THE WAY TO SOME NON-ADVERTISERS IN AMERICA

Two expert English golf architects planned to visit America and extend their services to interested parties.

In their own territory, they are acknowledged professionals of an unusual type with a most unusual type of service to offer. In order to acquaint the American golfer with their intentions, they have taken full pages, illustrated. The picture shows them, planning a golf course.

The text reads:

An incident has just happened in the household of the Schoolmaster which has a moral for advertising men. The Schoolmaster's better half noticed the recent advertising of a concern which makes new-process ivory in the form of articles for the dressing table. In response to her request an attractive and well-written letter, together with a very chaste booklet, was sent. The booklet was designed in good taste, it was written in a rapturous, fascinating style and seemed to emphasize



## 500 Oplex Signs for Piggly-Wiggly

**P**IGGLY WIGGLY stands for a great system of cash and carry stores known all over the world.

With merchandising brains of high order at work it is natural that 500 Oplex Signs should have been ordered for these Piggly-Wiggly stores.

The men who guide Piggly Wiggly destinies were quick to see the advantages of the raised Oplex letters of snow white glass, standing out from a dark background. They recognized the fact that Oplex Signs are perfect day signs as well as electric night signs, that they work for their owners 24 hours a day.

If you will go into the sign question as thoroughly as the Piggly Wiggly people did you will reach the same conclusion.

Won't you let us send you a sketch showing how *your* sign will look?

**The Flexlume Sign Co.**

Pacific Coast Distributors  
**Electric Products Corp.**  
Los Angeles, Cal.

Electrical Advertising  
1609-46 Niagara St. Buffalo, N. Y.

Canadian Distributors  
**The Flexlume Sign Co., Ltd.**  
Toronto, Ont.



When you advertise  
**IN PHILADELPHIA**  
 don't forget to insure the co-operation  
 of retailers by including a  
 schedule of dealer copy in the  
**RETAIL ~~copy~~ LEDGER**  
 Twice a Month, \$1.00 a year

## If You File Rate Cards You Need Barbour's Rate Sheets Write Us Today

538 South Clark Street, Chicago

## Le Nouvelliste of Lyons

The best result getter in provincial France and indispensable to all advertisers in the wealthy Lyons district.

## GOOD PRINTING—CHEAP

### A Few Money-Saving Prices

- 1000 4-page Folders 3 1/4 x 6 1/4 in. \$5.00  
 Each additional thousand 2.50  
 1000 4-page Folders, 4 x 9 in. 10.00  
 Each additional thousand 3.50  
 1000 4-page Folders, 6 x 9 in. 13.00  
 Each additional thousand 4.50

FREE—our large package of samples  
**ERNEST A. FANTUS CO., Printers**  
 525 So. Dearborn St., Chicago

## SALES MANAGEMENT



A "brass tack" magazine that keeps you posted how others are building better salesmen, speeding up sales, putting more pull in sales letters, cutting sales costs, etc. Over 6,000 sales executives read it. Published monthly by leading clearing houses for sales information.  
 Single Copy 25c \$2.50 a year.

**SPECIAL OFFER:** Send one dollar for four months' trial—subscription and FREE assortment of Salesmen's Successes—learning plans used by actually successful salesmen to overcome such objections as "Not interested," "Come back later," etc. Money back on request.  
**The Dartnell Corporation, 1200 Brooks Bldg., Chicago**

in just the right way the various features of merit of the new-process ivory sets.

However, the edge of Mrs. Schoolmaster's enthusiasm was somewhat taken off by the following paragraph appearing in the booklet:

"As for silver, of more or less sterling quality, well, if you want silver you must love to polish. There is no end to the care it requires. And the children—Dear me! What dents they get in silver when they are not half trying!

"Right here in fitting out the dressing table, one must consider the servants. Of course, you can't get a maid nowadays in the first place, but if by any miracle you should catch a stray one, think of the havoc she'd make with your costly silver toilet articles. She wouldn't care whether they were tarnished or not, and if she ever did start to shine them up, she'd batter them so you'd never recognize them, or if you did you'd cut them flat."

It has been said so often and in so many varied ways, that the Schoolmaster fears he is trite when he says, "Every knock is a boost." But apparently some one is forever overlooking this obvious fact.

In the case in point, the writer of the booklet had carefully marshalled the facts about new-process ivory, had arrayed them in a delightfully feminine atmosphere, and had imparted that subtle selling persuasiveness which women find irresistible. However, just when the reader was on the verge of becoming en-



## Adart Studios

Illustration/Design  
 Lettering

21 East  
 Main Street  
 CHICAGO



FOR CANADIAN ADVERTISING

CALL IN

**SMITH, DENNE & MOORE**

TORONTO

MONTREAL

LTD.

thusiastic—knock, knock, knock!

How much better it would have been to have confined the text strictly to the pleasures and advantages of owning a set of the new toilet articles and stopped at that, without any of the would-be clever knocking.

Just as soon as an advertiser begins to criticize his competitors or competing products, just that soon does a diverting factor enter into the line of reasoning, to call the reader's attention to something which may start a train of secondary thoughts — thoughts which are certain to go off at a tangent and leave a bad impression, if they do not actually spoil a sale.

\* \* \*

There is a new idea in vogue just now in advertising circles that opens up a vast new field of opportunities for the artist and lithographer and is calculated to receive the support of every retail merchant or branch manager in the country.

The Schoolmaster happened to visit a bicycle shop in his home town, and was surprised to find that one wall had been given over to a really remarkable display of posters.

Many people were gathered around, looking at them, studying them. This commercial salon, if we may term it that, was sponsored by the Coaster Brake, Bicycle Tire and "Buy a Bicycle" interests, for, as you know, there

## Sales Results

In my present position as advertising and sales manager for a good-sized manufacturing corporation I named the article, found the market, sold it, prepared the advertising, and managed the entire sales end. At this time my concern has orders on hand, unfilled, amounting to over \$400,000. Circumstances easily explainable, and easily verified, make it practical that I consider a change. Advertising and sales experience covers seven years. During which time I have worked for New York advertising agencies on important national accounts. American; 37; married; excellent recommendations.

Address: E. R., Box 136, care of Printers' Ink.

## The Peptimist

Read and believed in by  
10,000 Building Supply Dealers  
Have you seen a copy?  
314 New Telegraph Bldg. Detroit, Mich.

## AMERICAN FOOTWEAR

The National Authority

"Devoted to everything worn  
on the feet"

We co-operate with agencies  
Ask us how!

155 North Clark Street, Chicago

## AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.,  
5,000 copies monthly, reaching hardware  
dealers and jobbers. Sample on request.

15 Park Row New York

## Office Appliances

The one journal which covers  
the field of office equipment

More than 315 manufacturers making use of  
every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago

New York Adv. Office, 508 Tribune Bldg.

## Market News

A Monthly Trade Paper

FEATURING 5¢ TO 15¢ MERCHANDISE

What have you to market that can  
be retailed from 5c to \$5.00 ? ? ? ? ?

Sample Copy on Request

458 BROADWAY, NEW YORK CITY

## Many Housewives Hesitate

about buying untried food products. Get  
the product named on restaurant menus;  
consumer acceptance quickly follows trial.  
The American Restaurant will help makers  
to get on the menu.

## THE AMERICAN RESTAURANT

140 North Dearborn Street CHICAGO

"GIBBONS Knows CANADA"

## MAIL ORDER EXECUTIVE

If you want to increase your mail order business and collections, you can secure the services of a man who is exceptionally equipped to plan and execute direct advertising campaigns. Keen, analytical critic of copy and a highly efficient collector by mail. Address A. F., Box 142, Printers' Ink.

## Sales Manager

- to build organization for an established publication.
- Send qualifications—
- Experience—selling advertising in any line;
- Splendid opportunity for an energetic, capable advertising salesman—
- who would like to get into a sound, profitable business—sharing one-half of all profits.

We cannot consider any applicant for this position who cannot travel part of the time and finance himself for a period of at least 60 days.

A. M. Box 137, care of PRINTERS' INK

## "This Little Pig Went to Market"

And so did many thousand other little pigs.

What product have you to offer for sale to these farmers who were paid for the pigs—and the other billions received for farm products last year?

It's all right to be the little pig that stayed at home, providing you advertise to best advantage for your share of the business—be it necessities or novelties of everyday life, pumps or pocketbooks.

Let us show you how. We know farm paper advertising and farm paper editorial policies from many years' experience.

Reasonable fees for consultation, farm copy writing, circulars and follow up letters.

**PHILIP T. BOONE**

280 Madison Avenue, New York City

## This should interest you when you wish high class Commercial Art Work.

We employ only the best artists, designers and retouchers.

We charge only a fair profit on all work.

We deliver when we say we will.  
We are thoroughly commercial.

35-37 W. 39th St.  New York City  
Telephone Murray Hill 6458

is a determined drive on to stimulate a reincarnation of the bicycle craze.

There were many photographic and lithographed posters, handsomely gotten up, showing the universal use of the bicycle and its developments of late. A well-known European monarch was shown on a bike—from life, and with his signed permission—the New York Bike Squad of policemen, and one startling poster of a new bicycle invention—an affair with wings, which promises to revolutionize this method of transportation. The propeller blades are operated by a chain drive, with the result that a very high speed can be attained.

There were even posters of German soldiers on bicycles equipped with patent spring tires, made necessary by the shortage of rubber in that country for the past four years.

The Schoolmaster does not remember ever having seen an "Exhibition of Posters" all on one theme and advertising one project. The dealer is supplied with occasional posters for window or counter purposes only. In this case the store was dominated by the display and it was so consistently educational, while exploiting the product, that people were very much interested.

Moreover, this bicycle shop had used local newspaper space to invite people to see the exhibit and they were coming in droves. He was very happy over it. "I wish I could have something like this every month," he exclaimed.

Charles M. Carr, formerly publicity director of the National Association of Retail Druggists, is now a member of the business and editorial staff of *Western Druggist*, published by G. P. Engelhard & Co., Chicago.

## 10,000 Letter Heads \$25.00

Extra good grade bond paper. Highest quality printing. Dust proof packages. A 100 PER CENT SAVING AND BETTER LOOKING LETTERS. Send for samples.

**Sprinkle Brothers, Printers**  
Martinsburg, West Va.

## Governor Harding Urges Education of Investor

The necessity of educating anew the small American investor was an important statement in a speech made before the Massachusetts Bankers' Association on January 8 by W. P. G. Harding, Governor of the Federal Reserve Board.

After deploring Government financing and stating that banks should be kept free from long time credits, he turned his attention to the prospects of the Edge Bill, with these words, in which the necessity of education was pointed out:

"During the war the popular response to appeals for conservation and saving was magnificent. The reaction, however, has been correspondingly violent, and a systematic campaign for education may be necessary to arouse our people to the consciousness that we may, after all, be living in a fool's paradise and that hard work, economy and liberal investment in foreign securities are necessary if we wish to make our present apparent prosperity real and permanent.

"The bill introduced and sponsored several months ago by Senator Edge of New Jersey is now a law. The development of our foreign trade under the Edge Act may be slow, and probably will be. At first, perhaps, shipments of only the most essential articles will be financed by corporations organized under the Act, but this may be really desirable, for in view of the present wave of extravagance which is sweeping all over the world, throughout Europe as well as America, it is best that the stimulus for production be centered upon essentials and that sales on credit be confined to such articles."

## Advertising Makes Clyde Company Change Name

Advertising made the name or the product more familiar than the name of the company in the case of the Clyde Car Corporation, maker of "Clydesdale" motor trucks, Clyde, O. It has been found necessary, as a consequence, to change the name of the company to the Clydesdale Motor Truck Company. The name Clydesdale became so familiar to the patrons of the company that the company name was lost sight of and a great majority of mail and telegrams during the last two years has been addressed to the Clydesdale Company, causing endless confusion, and necessitating action in court to have the name changed to meet the customers' habits.

**Moving Picture Advertising**  
is "100% Read"

For complete rates in Minneapolis Theatres  
write

**The Screen Press, Inc.**  
419 Andrus Bldg., Minneapolis, Minn.

## Pallen's New Mail Order Device

Stands between you and failure on your mail order proposition. A wonder for pulling cash orders. Sold 5,600 books for cash in a few weeks. Will sell anything. Send your circular for suggestion.

J. PALLEN & CO., Columbus, O.

## MOTION PICTURES

made of your plant, your organization, your product, your employees, your processes, for sales, advertising or welfare purposes. Specialized, high-grade work for manufacturers, advertisers, and production managers. Will you let us show

## What We Can Do For You?

Ask us for our plan and terms.

**COMMERCIAL PUBLICITY FILM CO.**

507 Fifth Avenue, New York

## Opportunity for Mail Order Concern

**FOR SALE:**—A CHICAGO office and business property (including residence), three buildings on corner lot, gas, electric light and power. Some printing equipment. Exceptionally suitable for mail-order or small mfg. business. 6 miles from loop. Boulevard location, side street and rear alley. All street improvements in. Property clear. Reduces operating costs. Price \$10,000. Send for details. Address: A. W. Dodge, 450 West 56th Place, Chicago, Illinois.

**DESIGNING**  
and  
**LETTERING**

for those who  
desire the best.

**DEININGER**

262 W 24th St. New York  
Telephone. Chelsea 1930

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

**Wanted**—Cartoonist in eastern city of 200,000 population. State experience, age and salary expected. References required. Address Box 368, care of Printers' Ink.

**FINE OPPORTUNITY TO SALESMEN WHO CAN SELL ADVERTISING.** BIG money easily earned. Publicity Clock Co., Inc., 105 West 40th Street, New York City.

**WANTED**—Energetic advertising man for strong western investment banking house. Attractive salary to right man. Applications considered confidential. Box 341, Printers' Ink.

**Wanted**—Young man in manufacturing department of large technical publishing house to supervise making of drawings, cuts, composition and production of plates. State experience. Address Box 371, P. I.

**COPY WRITER WANTED** by Shoe and Leather Trade Journal for New York Office. Must be experienced, have ideas, and write up-to-the-minute interesting copy. Give full particulars. Address, J. G. Brown, 41 Park Row, New York.

### Special Representation Wanted

General business magazine of small circulation (5,000), but big possibilities, desires special agency or individual adv. representatives of experience, New York and Chicago. 60% commission first year. Address Box 365, Printers' Ink.

### ADVERTISING MAN

Young, college trained man with some newspaper or agency experience desired to make place for himself in advertising department of a prominent New York manufacturer. Small salary to start. Box 360, Printers' Ink.

### MEN OF UNUSUAL ABILITY

Are you aware that many, many opportunities of just the type you desire are to be had, but that you cannot, for certain and material reasons, negotiate for them without jeopardizing your present connection?

I personally conduct confidential negotiations for clients in such a way as to insure maximum salary and congenial environment. I welcome the "difficult and unusual" case.

PAUL ZERRAHN,  
42 West 39th Street, New York.

Advertising Agency having well organized Art, Copy and Mechanical Production Departments has vacancy for Traffic Manager to schedule and follow up the work through these Departments. Must have technical experience, cool judgment and good personality. Write, giving full information regarding past experience. Box 352, Printers' Ink.

**Space Selling follows Copy Writing.** We want a bright, clever young man in our Chicago office to assist in selling and write copy with an occasional new idea. This is a fine opportunity to get in right with a leading publication in the business field—for a young man with pep looking to the future. Address B. J. A., care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

**Salesman of Bank Advertising**—To the man accustomed to selling to bankers, we offer productive open territory to sell "New Business and Bank Publicity," a collection of bank advertising in loose leaf binder form, with issues during the year, and a "Bulletin of Business," an 8-page bank letter of snappy news items, issued monthly. State all information, products you sell, etc. National Bank News, 123 S. Fourth St., Philadelphia, Pa.

**COPY MAN**, who has experience in agency work. Must be master of display and layout, with understanding of markets and merchandising experience in automotive and farm power equipment lines desired. Good salary and opportunity to right man. Send samples and detail letter of experience, stating salary expected with first letter. Address Southwestern Adv. Co., Oklahoma City.

**ARTIST**, experienced in advertising agency work. Requirements: Largely strong black and white pen drawing. Must be able to sketch layouts and do finish drawings, including figures and general designing. Send representative samples and letter detailing experience and salary expected to start, with return of samples guaranteed. Southwestern Advertising Co., Oklahoma City.

### Advertising Salesman

If you control and are getting business, large or small, and feel that you should earn more money, you may connect with a live New York advertising agency where you will have better selling aid and earn more. Will pay commission and allow reasonable drawing account. Write without reserve, giving details, in strict confidence. Opportunity, Box 370, Printers' Ink.

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**Wanted**—Newspaper advertising solicitor, N. Y. State paper, specializing on rotogravure section. Write in own handwriting, stating fully experience and salary requirements. Excellent opportunity for advancement with a well-established paper. Address X. Y. Z., Box 375, P. I.

An advertising agent wants as assistant a young man, Christian. Must have the following qualifications: College education, thorough knowledge of English and a definite wish to learn the advertising business. The salary is not large enough in itself to attract, but the opportunity should. If this advertisement attracts the right man, I shall try to see to it that he does not regret joining us. Box 361, Printers' Ink.

#### WANTED

Young man with knowledge of stenography and correspondence, who is ambitious, has initiative, likes to work hard, and can furnish first-class references, may connect with a small established business in New York provided he is more interested in rapid advancement than immediate compensation.

State in confidence your age, experience and salary expected. Box 353, Printers' Ink.

**WE HAVE THREE SALESMEN EARNING FROM SIX TO TWELVE THOUSAND DOLLARS EACH YEARLY. WE WANT ANOTHER TWELVE-THOUSAND-DOLLAR-A-YEAR MAN.**

Unless you can qualify as follows, do not write us: You must be earning more than \$5,000.00 a year net, selling advertising specialties NOW. You must be more than 30 years old and have been with your present connection at least two years. With your first letter you must furnish one letter of reference as to your character and stability, another letter proving conclusively that you have sold enough goods to earn \$5000.00 net yearly in any one period of twelve months. You must also furnish your photograph.

We want only man desiring a five-to-twelve-thousand-dollar-a-year job, who can put it across like our other three men. No four-flushers need apply, and we haven't the time to answer letters that do not comply with all the requirements mentioned above. We have the largest exclusive business of its kind in the world and very little competition. We are looking for a salesman who can get them on the dotted line quick. We do not want a "prospect reporter." We want a man who gets the orders into our office signed properly—orders that go clean through to the final billing and payment. For such a man we have a grand opportunity. You can get the job if you can prove to us that you can meet all the requirements and you can show us in black and white that you are the man we want. Don't jump a train for Detroit; write us first. No personal interviews will be granted under any circumstances without a previous appointment.

**FREDERICK C. MATHEWS COMPANY, 63-65-67 MULLETT STREET, DETROIT, MICH.**

## COPY WRITER

A large general advertising agency handling national accounts has an opening for an experienced copy writer. Mention age, education, experience in detail, salary desired and, if convenient, enclose samples of work. All replies will be held strictly confidential. Opportunity, Box 383, Printers' Ink.

**Advertising Man**—A large Western Candy Factory soliciting by circulars and letters from dealers needs an experienced man capable of taking full charge of their advertising department. Must be able to write copy—make layouts—must have initiative. This is a big position—we want the most competent man we can secure. Preference given to candy experience. Man with newspaper and magazine experience need not apply. State in first letter full personal details, experience, salary now earning. Address Box 350, P. I.

## Copy Chief

Unusually good opportunity for reliable, competent copy producer and layout man who possesses executive ability sufficient to manage small production office staff and free-lance producers.

This is the New York advertising agency for the right man who wants to make headway under conditions where merit and effort will be appreciated.

Write fully, candidly and confidentially. Not necessary to over-rate yourself. State the starting salary you desire. Progressive, Box 369, P. I.

#### MISCELLANEOUS

**I PREPARE LIVE CIRCULAR MATTER.** Weekly letters to salesmen or employees \$3 a month. Send for samples. John J. Lutge, 363 West 27th St., New York.

25 different novel newspaper advertisements per month for \$5 a year. Newspaper and trade-paper clippings furnished on any subject. Get our reasonable rates. Western Clipping Service, 131 E. 3rd Avenue, Denver, Colo.

**ADDRESSOGRAPH EQUIPMENT**—2 Power Addressographs with Listing Attachments; 1 Hand Graphotype; 2 Oak Filing Cabinets, 36 Drawers each; 2 Sanitary Bases; 1 Oak Cabinet, 6 drawers; 79 Metal Drawers and 11,400 Card Index Frames. Will sell for \$500 cash. Would cost today, if new, \$1,000 or more. Address Box 346, Printers' Ink.

## Printing Plants and Businesses

Bought and Sold  
Printers' Outfitters

American Type Founders' Products  
Printers' and Bookbinders'  
Machinery of Every Description

CONNOR, FENDLER & CO.  
Ninety-six Beekman St.  
New York City



**FOR SALE**—Goss semi-rotary printing press; prints eight-page, seven-column newspaper from flat-bed, using 46-inch rolls. Produces 3,000 complete papers, folded, in one hour. Can be seen in operation. A splendid buy. The William Feather Company, Caxton Building, Cleveland, Ohio.

**FOR SALE**—California morning paper in substantial fast-growing city of 4500. Doing annual gross business of more than \$25,000 and paying better than 15% net on price asked, beside salary \$300 per month to owner. Eight thousand cash necessary. Balance easy terms. Unless you mean business save stamps. Address Box 379, Printers' Ink.

### Advertising Capital Needed

by a manufacturer of specialties for every home which sell quickly and retail at small prices. A fine sales record over a year old. Capital is needed to market and advertise nationally. Controlling interest can be acquired at a bargain. Box 342, Printers' Ink.

### POSITIONS WANTED

Have you a position in your organization for a sales manager or organizer? With present company 16 years, now assistant sales manager. Age 35; married. Box 357, Printers' Ink.

### PUBLISHERS, ATTENTION

Now is the time to make that non-paying department Produce. Address (particulars confidential) Box 347, care of Printers' Ink.

**ARTIST**—Student, 'good at figure, layout, lettering, black and white, and color, would like part-time work with advertising agency or trade journal in New York City. Box 349, Printers' Ink.

**Want Chicago Representative!!!**  
Chicago trade-paper man, 8 years' experience highest grade journals, is open to represent live weekly this territory. Full or part time. Box 372, P. I., Chicago.

**ADVERTISING MANAGER** of a large Trade Journal. A writer of effective copy and pulling sales letters. A capable personal salesman. What New York firm wants him? Salary \$2500. Box 358, Printers' Ink.

**A COMMERCIAL ARTIST** with business-getting ability, ideas and initiative wants to connect with an established advertising man who will unite or co-operate in securing additional accounts in Chicago. Box 359, Printers' Ink.

### PUBLICITY WRITER

Young woman, skilled writer of all kinds of promotion literature—news-paper, magazine, and circular—seeks connection with publisher, agency, manufacturer, or manufacturers' association; familiar with all branches of publishing and industry, especially the industrial arts; research, investigation, interviewing, compilation, editing, correspondence, follow-up, systematizing, proofreading; quick, alert, enthusiastic; knowledge of French, German, Latin, and Italian. Address Box 382, Printers' Ink.

Advertising Man is desirous of connecting with live going Chicago concern. Experience: Manager Advertising Department, Chief of Inquiry, Division Head of Copy Department. Married. Catholic. Box 340, care Printers' Ink.

### COLLECTION MANAGER

Assistant manager of house collecting over \$300,000 monthly desires connection as manager; successful road experience; forceful letter writer; schooled in credits. Box 367, Printers' Ink.

**Specially Trained Ad Man**, assistant advertising manager of national trade magazine; experienced in handling technical, automotive, hardware, engineering and building and construction lines; desires to connect with manufacturer as advertising manager. Box 356, P. I.

**Advertising man**, Christian, past three years state manager well-known corporation; cleancut personality; outside selling experience, proven producer; capable correspondent; seeks ground-floor opening to learn advertising business; adequate references. Box 354, P. I.

**NEW ENGLAND ADVERTISING SALESMAN WITH TEN YEARS' EXPERIENCE IN THIS TERRITORY. LIVING IN BOSTON, WOULD LIKE TO REPRESENT A LEADING PUBLISHER IN THE N. E. STATES. BOX 363, PRINTERS' INK.**

### N. Y. CITY REPRESENTATION

Active, experienced Advertising Man wishes to represent out-of-town concern in New York City, opening up office, promoting sales by letters, advertising, closing; on salary, expenses and commission. Representative, Box 364, P. I.

### OPPORTUNITY WANTED

by forward-looking young man, 28, college trained, married. Past 4 years in charge of Advertiser's Service Dept. for prominent New York State newspaper. 1½ years selling printed matter and advertising literature. Well-rounded knowledge of merchandising, selling, copy, layouts, types, engravings, etc. Position as assistant to advertising manager desired. Central west location preferred, but not essential. Box 351, Printers' Ink.

### "You Want This Man"

**An Advertising and Sales Executive** ten years' experience with nationally known organizations.

One who knows how to analyze markets and men—yes, more than an advertising man—a real market investigator, a sales analyst, a promotional man.

An advertising man who can direct, plan and write the "printed salesman" to produce results of a permanent nature.

A broad knowledge of art work and how to use it—of print and engraving work and what is best—of advertising media both domestic and foreign, and how to select and buy them.

A man of comprehensive promotional ideas who can instill the sales force with real "pep" and "go get it" ideas.

Interested in a connection where the advancement is limited only to the ability of the occupant. Box 381, P. I.

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345, P.

**Advertising Man, 28;** specialized in advertising, psychology, and English in college; experience in producing campaigns, general and mail order copy, catalogs, booklets and sales letters in many and diverse lines; wants to get in touch with agency or manufacturer. Box 355, P. I.

Feature advertising woman desires position on a good newspaper or in an alive advertising agency. Experienced in women's apparel copy writing and familiar with all things of interest to women, also experience advertising soliciting. Now employed, one of the country's most influential papers; will submit samples. Box 366, Printers' Ink.

#### CIRCULATION MANAGER

I desire to sell my services to any Publisher who requires a man possessing qualities above the ordinary, combined with a thorough knowledge of newspaper circulation and business methods; well and favorably known, with a successful record to back my claims. Address Alpha, Box 348, Printers' Ink.

### Advertising Manager

Experience has taught me the game. Six years in the advertising department of a large daily; now advertising manager of a small daily. Twenty-four years old, energetic and a college education. Do you want a man who has proved his ability? Write Box 374, care of Printers' Ink.

Young Artist desires connection with congenial advertising art dept. Presently employed but seeking something better. Married. 22. Good figure and hand lettering man—desires attractive layouts and substantial ideas. Experience with large national concern. Address Box 344, Printers' Ink.

### "At the side of an Advertising Executive"

A young advertising man, 27, married, who has had the benefit of an experience with two national advertisers and large mail order organization would like to work at the side of a sales promotion executive in house selling its product through dealers. Box 380, care of Printers' Ink.

#### ADVERTISING MANAGER

He heads a young advertising agency in New York, but wants to grow with a progressive concern in a city not as large. He knows merchandising, has ideas, and can originate earnest selling copy. He has studied trade conditions around the world, during four years abroad. He has touched a number of lines, with his widest experience in the sporting goods and electrical lines. He is 31 years old and is married. Printers' Ink has published and paid for the work of his pen. Address KKS, Box 345, Printers' Ink.

#### SECRETARY

Young lady desires position as secretary to executive of well-established enterprise. Has held two similar positions during the past eleven years with executives of well-known Advertising and Commercial Corporations. Salary \$35. Box 373, Printers' Ink.

**Successful Advertising Executive** desires interview with advertiser, preferably national, who has opening with a good future for the right man about April 1st. Thoroughly experienced as department manager for eight years with present employers, including necessary sales ability to give balance. Young yet; plenty of ambition; highest references. Box 343, Printers' Ink.

### Advertising Manager

I'm sick of reading ads holding out a "prospect" proposition; I don't want a "future"; the present is what interests me; as for a "past," I have that, and it is a good one; ten years' advertising training, which includes agency, national and retail experience; now employed. \$5,000 yearly; New York or vicinity. Box 377, Printers' Ink.

### ADVERTISING MAN

Six years' experience writing successful direct-mail and newspaper advertising Copy; 1 year advertising manager of large Southern bank and title insurance company; now on copy staff of well-known direct-mail agency; will make a change for good opportunity and \$75 a week. Box 376, Printers' Ink.

#### EMPLOYMENT MANAGEMENT

A young man, 29, now handling labor requirements of over 300 manufacturers as Superintendent of Bureau of Employment, desires personnel, service department, or other suitable connection with opportunity in New York City or vicinity. Experience: Interviewed over 20,000 workers, introduced employment forms and tests into large plants, organized public employment bureaus. Training: University, business, advertising, accountancy trained. Box 362, P. I.

### Advertising Solicitor Account Executive

An advertising man who believes in results desires proposition which will offer opportunity for handling one or two active accounts in addition to the securing of new business. Knows how to develop accounts. Has valuable ideas which he will turn to the agency he associates with. Broad experience and thorough knowledge of advertising.

Desires connection with well-known agency. Prefer commission basis. Age 30. Box 378, P. I.

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# 3 Reasons For Outdoor Advertising

- 1—Your Product
- 2—Your Message
- 3—The Consumer

**Thos. Cusack Co.**

**Chicago**

**New York**

## International Influence of Chicago Tribune Newspapers

The Chicago Tribune recently subscribed to a European clipping service. Big bundles of clippings from the newspapers of every country in Europe are being received each day, showing that The Chicago Tribune is being quoted across the Atlantic just as it is in the United States. The Foreign News Service of The Chicago Tribune has won such recognition that even newspapers in various European countries are paying The Chicago Tribune for its reports of European news.

The Chicago Tribune newspapers at the circulations noted below will distribute in excess of two hundred and five million (205,000,000) copies in 1920.

### The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

*425,000 Daily—725,000 Sunday*

### THE NEWS

*New York—100,000 Daily*

### The Chicago Tribune

EUROPEAN EDITION

*Paris, France—10,000 Daily*